

# DE LUIS R



**VIÑALESA**  
WINE GROUP



# LUIS R

## Winery

Bodegas de Luis R

## Founding year

1983

## Grape variety

Tempranillo, Graciano,  
Garnacha, Viura, Malvasía

## Origin

D.O. Rioja Alavesa

## Winemaker

Alfredo Rodríguez Urarte

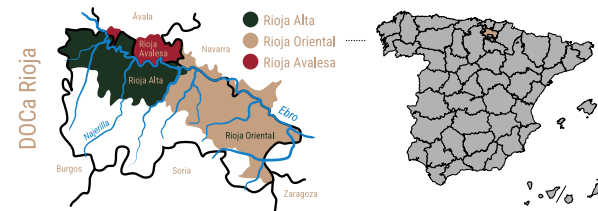
## Vineyards

Own vineyards



## The wines presented

Luis R



## History

The Bodegas Luis R winery was founded in 1983 when Luis María Rodríguez and Txaro Urarte made their dream a reality.

Bodegas Luis R was founded in 1983 by Luis María Rodríguez and Txaro Urarte in Lanciego, starting with the production of wines. In 1990, the second generation of the family joined the business, driving the creation of the Luis R brand and the development of wine tourism. In 1998, the winery expanded its operations with new vineyards and the incorporation of aging and maturation processes.

In 2006, a significant expansion took place with the implementation of the Bordeaux system and the development of a social area for wine tourism. In 2014, unique plots were segmented to create new wines under the brand, adopting advanced tools to enhance the expression of single-vineyard wines. In 2022, the winery began working on the recovery of vineyards with minor white grape varieties and developed new products that complete its commercial line.

## Terroir\*

Rioja Alavesa is characterized by a cooler climate with Atlantic influence, limestone soils, and high-altitude vineyards (400-700 meters), which allows for slow grape ripening. The soils in Alavesa are predominantly limestone and clay-limestone, which contribute to wines with high minerality, elegance, and structure. The annual average precipitation ranges from 300 to 600 mm. In Rioja Alavesa, the average winter temperature is 5-8°C, while summer temperatures reach 25-30°C. This, combined with cool nights, ensures slow and even grape ripening, preserving freshness and acidity in the wines. Such conditions help form the vibrant flavor and aroma of the grapes.

## Vineyards

The winery's own vineyards cover 43 hectares and are located on several plots around the town of Lanciego, at an altitude of 700 meters above sea level, in Rioja Alavesa. This project stands out for its meticulous attention to every stage of production, making it one of the most respected in the region.

\* Terroir (fr.) refers to the location and unique characteristics of the environment where grapes are grown.