

Comments of a Bon Vivant:

Strawberry, raspberry and a breath of rose, fine and elegant. A Rioja for people who think they don't like Rioja: try it with roast pork or mushrooms.

Viticultores de Lapuebla El Propósito



Viticultores de Lapuebla is the project of José Luis Heras and Noelia Rodríguez, from the family behind Bodegas Heras Cordon. Their aim is to rescue small, ancestral vineyards in and around Lapuebla de Labarca, in Rioja Alavesa, before they disappear, some of them planted as far back as 1920.

Each wine comes from a single parcel or a small group of old-vine plots, picked by hand into 20-kilo boxes and made in small volumes, from 10,000 bottles down to a few hundred. The goal is finesse and a sense of place: a tribute to the families and the winegrowing tradition of Lapuebla.



Vibe: *Discovery*
Emotions/Occasions:
Curiosity
Friends

Viticultores de Lapuebla El Propósito



SKU: 141058

Region	Lapuebla de Labarca, Rioja Alavesa
Classification	Rioja DOCa
Vintage	2023
Grapes	95% Tempranillo, 5% Viura
Vine Age	Planted 1940–1960
Soil Composition	Limestone-clay and alluvial
Harvest	By hand into 20 kg boxes, 29 September 2023
Fermentation	90% destemmed uncrushed, 10% whole bunch; 15 days in French oak vats and open tubs
Ageing	Malolactic and 7 months in 225 and 500-litre French oak barrels
Production	10,000 bottles
Alcohol	14%
Serving	16–18 °C

VITICULTURE

El Propósito comes from vineyards in the lower parts of Lapuebla de Labarca, a mix of grapes, soils and growing conditions, with vines planted between 1940 and 1960 on limestone-clay and alluvial soils. A little Viura is co-fermented with the Tempranillo, in the old local way.

Cherry red with violet rims. An elegant, floral nose of strawberry, raspberry and rose. Very fine on the palate, with delicate tannins even when young.

SALES FACTS:

- *Old vines planted 1940–1960*
- *Hand-picked; part whole-bunch fermentation*
- *Only 10,000 bottles*