



Winebow Imports Welcomes Bodega Garzón, Expanding its South American Portfolio

Richmond, VA – March 26, 2024 – Winebow Imports is excited to announce the addition of world-class winery Bodega Garzón to its Pioneer Portfolio, effective May 1, 2024. Joining marquis brands like Bodega Catena Zapata from Argentina and Lapostolle from Chile, Bodega Garzón extends Winebow Imports marquee South American offerings to include Uruguay.

“We are delighted to work with the incredible people and wines of Bodega Garzón,” said Ian Downey, Executive Vice President, Winebow Imports. “From the very beginning, Garzón established itself as a premium wine producer with an astonishing commitment to putting their wines boldly on the world’s stage. Their forward-thinking approach to sustainability and commitment to authenticity are the underlying principles behind an exceptional portfolio of wines that are unique in character and true to the land. We look forward to this new relationship and sharing these beautiful wines with everyone.”

Bodega Garzón was founded by Alejandro P. Bulgheroni and his wife, Bettina, who dreamed of establishing a sustainable winery that exemplified modern winemaking while producing premium wines with intense personality and a distinct sense of place. They released their first vintages in 2010, completing their state-of-the-art winery in 2016. Working with enologist Alberto Antonini, they applied their shared philosophy that with ideal conditions, great wines can be made when grapes are able to express themselves in a natural and authentic way.

Located in Garzón, Uruguay, near the resort town of Punta del Este and the upscale beach enclave of José Ignacio, the winery is just 11 miles from the Atlantic Ocean and is influenced by the coastal fog, refreshing southern breezes, and the temperate climate of its exclusive location. Grapes are hand harvested and intervention is minimized in the vinification process. The winery’s thoughtful design uses a gravity flow system for wine production, and facilities are supported by wind and solar energy. In 2019, Garzón became the first winery in the world to receive LEED (Leadership in Energy and Environmental Design) certification for all its facilities, including winemaking and hospitality.

Antonini and Germán Bruzzone lead the winemaking team at Garzón and work with over 13 varieties, including Tannat, Marselan, Cabernet Franc, Albariño, Sauvignon Blanc, Cabernet Sauvignon, Pinot Noir, and Petit Verdot. Tannat is Garzón’s most widely planted variety and has become the signature grape for the winery with an expression entirely unique from that of its French counterpart. In addition, the Albariño is routinely recognized for delivering considerable quality and value. Balasto, Garzón’s premium icon wine is a Tannat blend that embodies the very best of what the land can produce and is one of a select few wines accepted by the merchants of ‘La Place de Bordeaux.’

The entire Bodega Garzón team is very excited to be partnering with Winebow Imports. Both organizations look forward to a bright future, working closely together and building a long-term fruitful relationship.

Garzón is also known for its extensive enotourism program, providing luxury experiences to almost 40,000 people annually. The town is the home to an acclaimed restaurant by celebrity chef Francis Mallmann, as well

as the Garzón Tajamares Golf Club, which is the first PGA Tour Preferred Golf Course outside the United States, and the exclusive Bodega Garzón Club.

In addition to Balasto, Winebow Imports' Pioneer division will carry wines from Garzón's Petit Clos, Single Vineyard, and Reserva ranges. To learn more about Bodega Garzón and review their current releases, please visit [Bodega Garzon](#).

###

About Winebow Imports

Winebow Imports has been an industry leader for over 40 years, representing some of the most esteemed properties from both prominent and emerging growing areas around the world. As a national importer, Winebow Imports continues to balance its impressive growth with a culture of specialization and excellence comprising the Heritage and Pioneer wine portfolios. The Pioneer Portfolio is dedicated to the fine wine stewardship of pioneering families and iconic brands from the key growing regions in the Southern Hemisphere and innovative and emerging areas from the United States. For more information, please visit www.winebow.com/imports