

# SELLING SPANISH WINE WITH RAMÓN BILBAO

By Christina Staalstrom

Bodegas Ramón Bilbao is one of Spain's leading wineries known for producing award-winning wines that are a "safe bet" for any occasion. Back in 1924, founder Ramón Bilbao Murga was anything but a safe bet. A tireless traveler and explorer determined to become a winemaker, he developed ingenious ways to grow, transport, and blend the fruits of his labor.

A look at the wine label gives you an insight into the history of this adventurous founder and century-old winery. Adorned with illustrations of an early 20th-century traveler exploring the world by no ordinary means, from flying balloons to what looks like a rudimentary paddleboard. Today, nearly 100 years later, Ramón Bilbao continues to produce some of Spain's most prestigious wines.

The winery was founded in Haro, in the heart of the Rioja region, and includes 593 acres of vineyards, with over 205 vineyards that are over 40 years old located in a singular site that stands out for its high altitude and proximity to the mountainside.

In 1999, the family-owned Zamora Company bought Ramón Bilbao. Rodolfo Bastida, an Enologist, recognized as a true craftsman with a daring personality, was brought on as the head winemaker. A Rioja native, he embarked on a new journey to produce a more

modern and unique style of wine; bold, fruity, and accessible, with just the right touch of oak. This updated classic notion of Rioja has become Ramón Bilbao's personal twist.

**We asked Bastida to share tips and tricks that bartenders can use to sell Ramón Bilbao wines.**



Rodolfo Bastida

**Confident pour:** Ramón Bilbao is the best-selling wine in the Spanish hospitality industry and one of the most acclaimed Spanish brands in the world. The important thing to know is its quality is a safe bet. Bartenders can be sure that they are pouring a high-quality wine.

When a brand has a long-standing presence across the world, it is not by chance. Ramón Bilbao wines offer guaranteed quality and customer satisfaction.

**Tempranillo:** The quintessential Spanish grape, the backbone of our wines; Ramón Bilbao grapes come from the best plots and vineyards in Rioja. Our fresh and elegant wines are backed by almost 100 years of history and expertise. Versatile, fruity, modern wines that are accessible and delicious, and very food friendly.

**Something for Everyone:** Ramón Bilbao wines are perfect for all types of customers. For the expert, we offer our Limited Edition, made in a modern style. For those seeking classic wines with unmistakable character, our Crianza and Reserva are perfect pours. Having Ramón Bilbao wines on your wine list means that consumers will never make a mistake when ordering them.

**The Journey Begins:** By opening a bottle, the consumer begins a journey, experienced through the sensations of enjoying an inimitable style of wine. The biggest takeaway is that every moment of the day is an opportunity to sell wine: a couple's dinner, a celebration with friends, a family gathering. So sell and serve Spanish wines with confidence.

**Room to Learn:** Whichever wine you choose to suggest for your guest, it is important to understand the product through learning and tasting.

There are many regions and grape varieties to explore. Ramón Bilbao has developed a Spanish Wine Academy to be a useful, interactive, and fun way to deepen your knowledge of Spanish wines. [www.bodegasramonbilbao.es/spanish-wine-academy](http://www.bodegasramonbilbao.es/spanish-wine-academy).