



Spain's best-selling brand worldwide. Rioja and beyond since 1877.

Berberana's success is based on 4 key attributes:

Heritage. Founded in 1877 by Don Miguel Martínez Berberana in the village of Ollauri (Rioja Alta), BERBERANA is not only one of the oldest wineries in La Rioja but Spain's best-selling brand worldwide.

Value for money. For more than 130 years BERBERANA has been providing excellent quality at an affordable price. From the very traditional Reserva wines from DOC Rioja to the fruitier, younger wines made from Vinos de la Tierra of Spain's finest wine regions.

Tempranillo and Spain. Over the years the BERBERANA name has become synonymous with **quality wines from Spain** thanks to its vocation to explore avant-garde, quality winemaking in any of the emerging, fast developing new wine regions of Spain. Also BERBERANA has been one the pioneers to embrace **Tempranillo** as the icon grape of Spain.

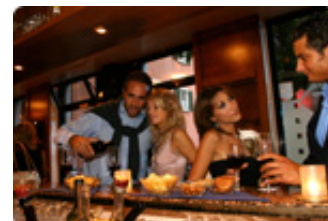
Innovation. In **1975** BERBERANA was acquired by a local entrepreneur, Don Melquiades Entrena, who invented the world-famous BERBERANA Carta de Plata and made BERBERANA the leading brand in Spain's domestic market. Since then innovation has been at the heart of the brand.

In **1994** BERBERANA broke new ground in Spain: as the first traditional brand from Rioja to venture into **Vinos de la Tierra (Country Wines)**, creating a whole new category of exciting young, fruit driven wines for new consumers to suit all occasions.

Over the next 10 years BERBERANA became **Spain's bestselling wine brand worldwide** as well as a leading wine brand (by market share) in countries like the United Kingdom and Holland.

Berberana Goes Green

The quality of the wines is also matched by a long term commitment to support the environment in the production and distribution of our wines.



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