



LAMADRID
ESTATE WINES

The Sustainability Story of Lamadrid

HISTORY & FAMILY VALUES

In 1959, when the revolution was straining her beloved Cuba, Matilde Lamadrid sent her son Guillermo Garcia Lamadrid to the United States to protect him, and at the age of eleven, packed some belongings with his passport, fleeing the only home she had ever known. Time passed, transforming him, being able to reunite with his family some time later in Puerto Rico, being born to a life full of opportunities.

The mettle he gained allowed him to move forward, in search of those dreams that remained in his native Cuba, and back in 2004, Matilde again whispered in his ear the way to follow. He began this project opening the door to viticulture in Argentina, from the lands of Agrelo. One of the oldest winegrowing regions in Argentina became the terroir of Lamadrid Estate Wines.

ESTATE-GROWN

Guillermo and Lamadrid Estate Wines believes that sustainable practices aim to find a balance between the environment and the use of natural resources. Humanity in its passage through the planet has degraded natural resources in such a way that is currently necessary to seek and plan their consumption in a reflective way to guarantee their existence in future generations.



SUSTAINABLY-FARMED

Lamadrid has been incorporating sustainable practices into their processes for many years. They have always emphasized the classification of waste, water care, evaluation of suppliers with sustainable profiles and inputs that cause the least possible impact on the ecosystem. In 2023 we decided to give a greater imprint to sustainable practices, including activities in their training schedule, to complete the training of all their employees. They participate in the Sustenta-Vitis program (Integral Sustainability Program for Argentine Wine) sponsored by Wines of Argentina. They've also made changes to the inputs, for example, as they opted to use a lighter glass bottle for their wines. Finally, in 2024, Lamadrid Estate Wines achieved the Sustainability certification by Bureau Veritas, complying with the protocol of Bodegas de Argentina.



WINERY & VINEYARDS

Guillermo consulted industry leaders for the location of the vineyards and decided on Agrelo because of its historical recognition as the birthplace of Argentine Malbec. He bought 3 vineyards and named them Finca Matilde, Finca La Suiza and Finca Lamadrid. The lands of Medoza are world famous for their wines and their lands. The soil here is meant to give wines to the world, where the lands have clay and loam soil. An innovative and original winery, Lamadrid is a winery built in the 1950's and remodeled to represent the future. Making wines at Lamadrid is not an everyday task, it is much more. The winery only uses native yeasts and does not carry out clarification, filtering or cold stabilization. Having their own vineyards and winery allows them to know how to make their wines and follow the sustainable approach they are passionate about.

