

Leading Spanish Wine Company Grupo Faustino Selects Pacific Highway Wines for USA Representation

Pacific Highway Wines today announces a partnership with Grupo Faustino of Spain. Effective January 1, 2019 Pacific Highway is the exclusive importer, sales and marketing agent for three award-winning wine brands, Bodegas Faustino, Bodegas Campillo and Bodegas Portia, in the US market.

GREENSBORO, N.C. ([PRWEB](#)) December 18, 2018 -- Pacific Highway Wines today announces a partnership with Grupo Faustino of Spain. Effective January 1, 2019 Pacific Highway is the exclusive importer, sales and marketing agent for wine brands, Bodegas Faustino, Bodegas Campillo and Bodegas Portia in the US market.

“We are honored to be selected to represent the Martinez family’s Grupo Faustino and grow three terrific wine brands, Faustino, Campillo and Portia in the US”, remarks Mark Giordano, President Pacific Highway Wines. “With over 150 years of family winemaking in Spain, the Martinez family’s history, dedication, investment and business savvy is nothing short of inspirational. We are excited and dedicated to grow their brands in the US market.”

Francisco Honrubia, Director General Grupo Faustino, commented, “This is a next chapter for us in the USA and we look forward to working closely with the team at Pacific Highway Wines to build and create new opportunities for our wineries. As a family business, we are deeply invested and growing in all key wine markets. Around the world, we continue to build our brands, closely engage with trade and consumers, and increase our market share.”

A total of sixteen new core skus will be added to the Pacific Highway portfolio. Two brands from Rioja DOCa, Bodegas Faustino and Bodegas Campillo, capture the exciting dichotomy of the region, from deeply traditional Gran Reserva vertical legacy to ultra-modern single vineyard Rioja Alavesa. The third brand, Bodegas Portia, is based in Ribera del Duero and offers an artistic experience of architecture, visual arts and hand-crafted expressive regional wines.

The Wineries & the Wines:

Bodegas Faustino is one of Spain’s most influential wineries. It is one of the largest wine estates in the DOCa Rioja, with more than 4,000 acres of vineyards, namely in the prime areas of Rioja Alavesa and Rioja Alta. Faustino I is the leading DOCa Rioja Gran Reserva in the world, with 34% of market share in the category and holds the largest library vintages of Rioja Gran Reserva, dating back to 1955. Pacific Highway represents six key skus, the fresh, joven Faustino VII tier (Viura, Rose, Tempranillo SRP \$10.99), the Faustino Crianza Tempranillo (SRP \$14.99), Faustino V Reserva Tempranillo (SRP \$24.99) and Faustino I Gran Reserva (SRP \$34.99). In addition, special bottlings Faustino Gran Reserva Library Collection will be available on a very limited basis, including vintages 1955, 1964, 1970, 1986, 1987, 1990, 1991, 2001, 2004 and the current vintage 2005. 2006 will be released in the first quarter of 2019. Two Cavas will also be available in market, Faustino Brut Cava (SRP \$14.99) and Faustino Cava Rosé (SRP \$14.99).

Bodegas Campillo, opened in 1990, was the vision of Grupo Faustino family patriarch, Julio Faustino Martinez, realizing his two great passions of art and wine. The winery is located just outside of the medieval village of LaGuardia, surrounded by a 140-acre estate vineyard that spans 650-800 meters above sea level along the base of the Sierra de Cantabria. Campillo marks a departure from traditional winemaking bounds, and is dedicated to

a modern expression of Rioja Alavesa, namely high-elevation viticulture, clonal trials, new blends (red and white) and French oak for aging as well as barrel fermentation. The five skus that Pacific Highway represents are Campillo El Sueno (SRP \$13.99 Viura Chardonnay barrel fermented blend), Campillo Crianza (SRP \$18.99), Campillo Reserva Selecta (SRP \$29.99), Campillo Gran Reserva (SRP \$42.99) and Campillo Raro (SRP \$52.99 a rare, low yielding Tempranillo clone, Peluda).

Bodegas Portia is Grupo Faustino's most recent winery project, the seventh winery in the group and a spectacular display of modern design, winemaking function and artistic detail, located in the heart of Ribera del Duero. The Martinez family purchased nearly 400 acres in the 1990s, focused on the high-quality Tempranillo possibilities in the Roa, Gumiel de Izán, Villanueva, and Gumiel de Mercado regions. The resulting wines offer lifted aromatics, power and brightness. Portia Verdejo (SRP \$14.99), Portia Roble (SRP \$14.99), Portia Crianza (SRP \$23.99), Portia Prima (SRP \$34.99 a single vineyard Tempranillo) and Portia Triennia (SRP \$69.99).

-Ends-

About Pacific Highway Wines & Spirits

Pacific Highway Wines & Spirits is a specialized import, sales, and marketing agency headquartered in Greensboro, NC and owned by Australia's Oatley family and New Zealand's Giesen family. The portfolio is based on family-owned brands from coveted wine regions across the globe, featuring offerings from Argentina, Australia, France, New Zealand, South Africa, Uruguay, and domestic offerings from California and Oregon. Mark Giordano, President, leads the group with support from an executive division and a team of experienced sales managers.

About Grupo Faustino

Founded in 1861 by Eleuterio Martinez Arzok, today Grupo Faustino is a fourth generation Martinez family business, the undisputed leader in the production and export of high quality wines, exporting over 54% of production to over 100 countries. The business is led by Francisco Honrubia, Director General. With over 250 employees, the group has seven wineries and over 2,000 hectares of vineyards across key Spanish designations of origin, DOCa Rioja, DO Ribero del Duero, DO Navarra, DO La Mancha, and DO cava. Wineries include Bodegas Faustino, Bodegas Campillo, Bodegas Portia, Bodegas Marqués de Vitoria, Bodegas Leganza and Bodegas Valcarlos. In Rioja DOCa, Grupo Faustino is the largest land owner with over 650 hectares, primarily in the Alavesa and Alta regions. Bodegas Faustino is the world leader in Rioja DOCa Gran Reserva, representing 34% of market share. With a wine maturation program of 40,000 barrels and almost 10 million bottles, Bodega Faustino proudly holds the world's largest commercial library of museum Faustino I Gran Reservas, dating back to 1955.



Contact Information

Angela Slade

Pacific Highway Wines & Spirits

<http://www.pacific-hwy.com>

415-819-5131

Online Web 2.0 Version

You can read the online version of this press release [here](#).