



## Our Philosophy

Jorge Ordóñez Selections – Fine Estates from Spain, Inc. is a family owned and operated exclusive national agent and importer of Spanish wines servicing the United States & Puerto Rico. Founded in 1987 by Jorge Ordóñez, our company was the first national specialty importer of Spanish wines that introduced the wines of Spain to the United States at a time when less than a dozen labels of large commercial brands were being commercialized in the US.

Since then, Jorge personal crusade has been to seek out and preserve Spain's rich multi-millennial history of viticulture and winemaking. Today, Spain is Earth's largest viticultural region, with more area under vine than any other country worldwide. It is also thought that vitis vinifera was first cultivated in Spain over 2,700 years ago by the Phoenicians, making this arguably the most ancient winegrowing country in Western Europe. Our family's philosophy is that this ancient and diverse history is what makes Spain unique, and we fight to celebrate and advance this history by representing family-owned estates that share our family's commitment to quality, old vineyards, and classic winemaking. We do not work with large co-operatives or corporate winemaking organizations that report to large numbers of shareholders – the companies we represent are multi-generation family businesses that are committed to farming and producing distinctive wines.

By working exclusively with artisan producers who employ non-interventional, authentic methods of farming and winemaking, we represent honest wines with a sense of history, culture, and place.

Every aspect of our business is focused on maintaining the integrity and provenance of these wines. We are the most radical importer in the United States about temperature control throughout the entire logistical process. We insist that the producers we represent warehouse product in temperature-controlled conditions and that all shipments to the consolidation port are shipped in reefer trucks. We were the first importer of Spanish wines in the US to insist that our freight forwarder refrigerate and consolidate our containers in refrigerated conditions, and as a result, the first refrigerated consolidation warehouse in Spain was established specifically for our portfolio. Wholesale markets north of Charleston ship reefer containers between March and November and all markets south of Charleston and all West Coast markets ship reefer containers year long. Electronic temperature trackers are planted in all our containers to ensure that the product is not damaged by excessive heat or cold during the logistical process and we work exclusively with wholesalers that also have temperature-controlled warehouses. This rigorous process stems from our democratic and egalitarian principles that all consumers deserve to drink a great bottle of Spanish wine regardless of price and style that is qualitatively as close to what was bottled at the estate as possible.

Historically, we collaborated heavily with some of our agency wineries to select, blend, and bottle cuvées for the United States market. These wines were rooted in the philosophy of traditional viticulture and quality winemaking, and while several of them originated as wines for the United States, many of them grew into internationally renowned and sold standard bearers of quality and authenticity for their respective appellations. As experts in label design, brand ideation, and blending, we created some of the strongest brands in the Spanish wine business and Jorge founded many new estate bodegas with his representative wineries which put formerly comatose regions such as Toro, Jumilla, Alicante, Rías Baixas, Campo de Borja, Calatayud, La Mancha, Zamora, Rueda on the map for the first time in the international market. Our evolution as a combined importer-negotiator-producer has resulted in Jorge becoming an estate producer at Grupo Bodegas Ordóñez – a group of five estate wineries owned wholly by Jorge. As a result, we have abandoned our activities as a consultant-negotiator and work exclusively as a fine wine agent and importer representing a portfolio of 27 estate wineries that share our same commitment to quality and traditional viticulture. Five of these are our family's own estate wineries, and the 22 others are family-owned producers we represent as exclusive national agents in the United States & Puerto Rico.

After decades of hard work, Spain has become a considerable category in the United States market and Spaniards are beginning to recognize their place on the world wine stage and have begun to fight for the resuscitation of old vineyards and quality winemaking. While this movement is significant it is still in its infancy and we believe education, internationally, is the most important next step to continue advancing Spain as the world's top fine wine region. While international exports and sales have grown considerably, education and understanding around Spanish wine is still basic, which has driven demand towards a homogenized collection of wines from easy-to-understand appellations and varieties, which shortchanges Spain's most important quality – its diversity of indigenous grape varieties and terroir.

Jorge Ordóñez Selections is being led into the next generation by Monica & Víctor Ordóñez – Jorge's children who look forward to advancing the quality and position of Spain's top wines in the North American marketplace.