VINOS GUERRA ESPAÑA
DESDE 1885

Vinos Guerra

1879-2013



OUR ROOTS

CACABELOS
VINOS DEL
BODEGA
BIERZO
SPAIN

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The story of the Guerra family and its boost to the wine industry in Bierzo has been mentioned by some historians, but with little details, apart from the notes of his distant cousin Raúl Guerra Garrido. The winery was founded in 1879, which is also the year of the release of the first bottle of Guerra and therefore Vinos Guerra is one of the oldest wineries producing and selling bottled wine with one of the oldest brands of Spain. A real example of innovation with a wide range, not only of wines, but also of spirits and sparkling wines, importing and applying all the necessary methods, such as "champenoise".

Antonio Guerra was a pharmacist and a real visionary, who was able to understand and value the potential of the vineyards of Bierzo, far before the appellations, the architectural & design wineries, the wine tours and the poetic back labels even existed.

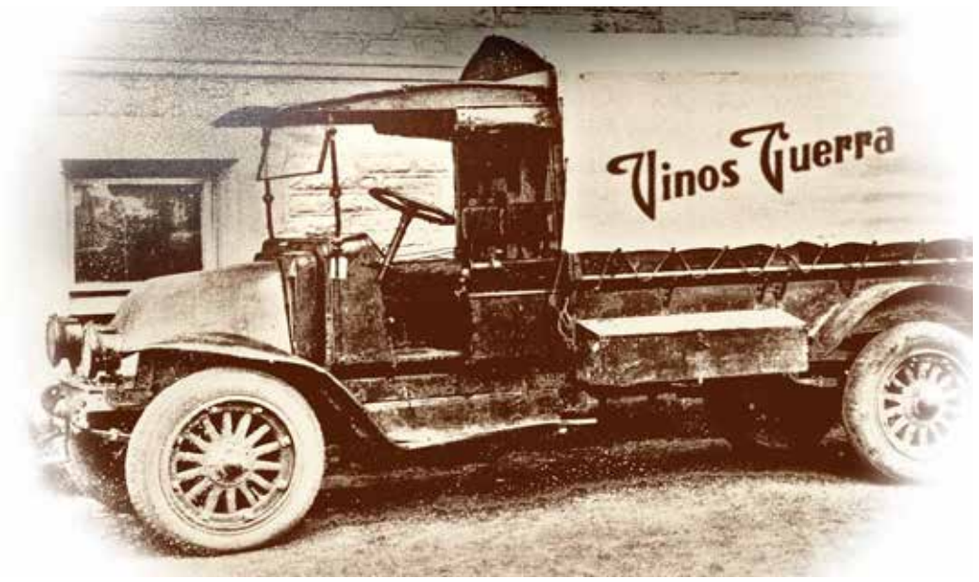
Applying revolutionary winemaking techniques and marketing, when the term wasn't probably even invented, Vinos Guerra showed the virtues of the wines from Bierzo to the world. Wines produced with old vineyards of Bierzo, along the Pilgrim Way to Santiago de Compostela, on sunny slopes that conceal Roman and Visigothic treasures.

An emotional marketing always combined with the quality of the many products of the winery.

A good example is the wine club founded with creative ideas, design and guidelines, that nowadays are still original and more up-to-date than ever.

From a technical point of view and with facilities of 5000 m2, Vinos Guerra was equipped with the best technology at that time with the possibility to carry out multiple vinifications simultaneoulsy and always aiming for the highest quality. Vinos Guerra actively contributed to the vineyard renovation after phylloxera, helping defining what would be the new Bierzo.





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With an incredible presence all over Spain and specially in Galicia, the winery developed an impressive media communication campaign with, for example, advertising on important radio stations, such as Radio Madrid, with the broadcast of the "pasodoble" composed for the anisette they used to produce "Anís Bérgidum". But Vinos Guerra had also its own advertising sign in Puerta del Sol (Madrid) together with other beverages such as Cinzano or González Byass.

Apart from the wines and the anisette just mentioned, the winery also produced aguardiente (liqueur), brandy, vermouth and many other beverages such as Cola York (advertised and sold as the Coca Cola made in Bierzo).

A powerful export company selling in many countries (specially latin america, USA and Europe) reaching out the strength of its brand, like only a few Spanish wineries managed to, and not only thanks to the many countries where Vinos Guerra was exporting, but also its high turnover. After many years of constant innovation (one of the most incredible examples, is the wine commercialized in smaller bottles than the usual 750 ml. and closed with caps like beer bottles), the winery joined the new cooperative Vinos del Bierzo. Founded in 1963 with the best technology and equipment from France, the cooperative gave the decisive impulse to the sales of the wines from Bierzo and therefore highly contributed to preserve one of the most important treasures of Bierzo: its ancient vineyards.

Nowadays, after many years of consistent efforts, Vinos del Bierzo represents 40% of the sales of the appellation Bierzo

Now is the time for new investment, new plans and new wines for the new century. An important leap after 135 years with the first results already showing in our latest wines defining the new Bierzo. Tradition and technology. History together with a future wide open to take on new challenges to satisfy new consumers. It's not a full stop, but simply a way to reinvent ourselves to continue sharing our passion for Bierzo.

To be continued...





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