



## Meet Guillermo Román

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### Where are you originally from and where do you live now?

I live in Valladolid, the city where I grew up. Valladolid is in the main city in the region where Ribera del Duero, Rueda and Toro are located.

### What is your role within Matarromera?

I'm the North America Export Manager, so I'm in charge of expanding the presence of our wines in the US and Canada.

### How did you get into the wine business?

My first wine-related job was in New York, I worked

in trade promotion of Food and Wine from Castilla y León, the biggest region in Spain where 15 Wine appellations of origin are located. I was able to meet many wineries and importers and started to understand this challenging market.

### What got you interested in Organic wine?

Matarromera has always been a leader in sustainability, so organic viticulture was the next logical step. Matarromera has been practicing organic viticulture before we met Ed from Natural Merchants, but after meeting him and learning so much from his passion, organic wines became one of our priorities.

### What is your favorite wine from the portfolio and why?

I love all three Granza wines, but probably the two from Toro are my favorite ones, they express really well the terroir of this region.