



## 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.

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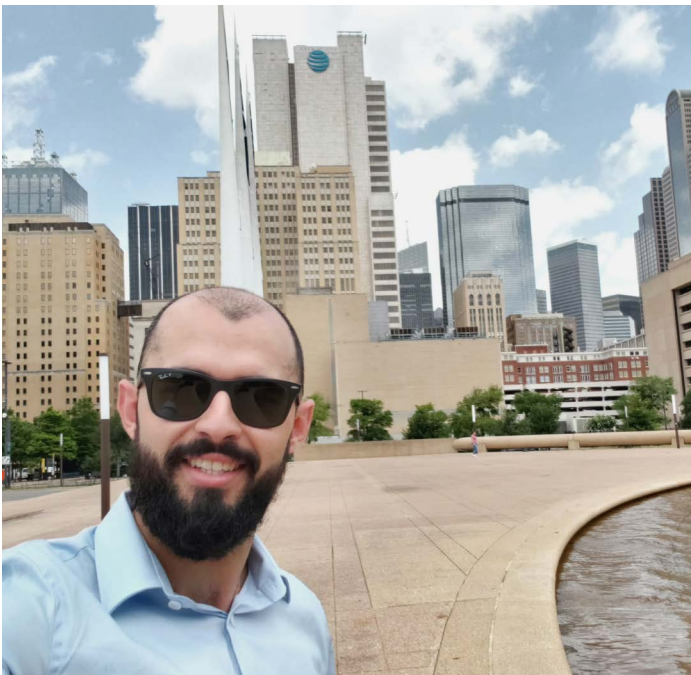
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**What would you like to highlight about Matarromera?**

What I most admire about this company is how it has become so successful while keeping true to its origin. When our first winery, Matarromera in Ribera del Duero, became one of the most reputed wineries in the area, the easy path would have been increasing the production of that winery fast. But Carlos Moro (Founder and Owner) decided to grow horizontally, opening new wineries in Ribera and other regions, and creating more jobs in rural areas, especially in Valbuena del Duero, the little town where he was born. Also, its commitment to the environment is one of the main reasons I'm proud of being part of Matarromera. We use renewable energy sources (biomass, photovoltaic and solar thermal energy) in our wineries saving the emission of 400 tons of CO<sub>2</sub> into the atmosphere.

**How do you see the future of organic wine and what are the challenges that we will face?**

I firmly believe that organic wine sales will keep growing. New generations are more concerned about our planet and they know organic agriculture keeps our planet healthy. The main challenge is educating people about what organic means and how much they help the environment buying organic products.

**What do you like to do in your free time?**

I love travelling, it's a great way to meet new people and cultures what is really rewarding.

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