



## Meet Martin Coscia

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

I was born and raised in Buenos Aires, Argentina. Since 2015, I live in Los Angeles California.

### What is your role within the Chakana?

Export Manager

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

My passion for the wine industry is innate. My father has played a leading role at Rutini Winery (Mendoza) for more than five decades. After earning my degree in International Relations from the Catholic University of Argentina, I chose to pursue this passion for wine further by working harvests in Mendoza and undertaking

additional viticultural studies. I first joined the Hess Family Wine Estates Group (2011) in a domestic sales role, and then based in California, as the Export Manager.

### What got you interested in Organic wine?

Started as environmental and ecological concern, but then was a quality aspect. If you want quality wine, you need quality fruit. If we define Terroir, in short, as everything from a region that defines the way a wine tastes... Biodynamic wines were found to have better expressions of terroir. Using practices that emphasize the natural over the synthetic, in both technique and practice.

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

I would say our Inkarri Malbec. Organic and biodynamic certified. A very elegant and fresh approach, with nice natural acidity and friendly tannins.

### What would you like to highlight about Chakana?

The last decades, Argentina Wine Industry was dominated by big wine corporations, that requires fast and profitable solutions. But Proviva became organic in 2012, and biodynamic from 2015. Our approach to winemaking is very simple: just grapes. And this should be based on healthy, balanced, ripe fruit. We try to use no additions and minimize interventions. We try to be innovative and not to follow conventions. The goal is to maximize the quality of our wines and to show the character of our vineyard.

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

This started as a reaction to the rise of industrial farming and the widespread use of chemical fertilizers and pesticides. We are still in the middle of "too much information", but at the same time, "very poor quality information". We need to invest our time to present different options to consumers. We've all been buying organic produce and other naturally sourced foods. We've tasted the difference and felt better for it. Time to expand this to our wine. Consumers are more open than before. Dogmas are falling. I see a big opportunity for small and special stories.

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