



## Meet Nico Farias

Email address [nico@koyle.cl](mailto:nico@koyle.cl)

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

I was born and raised in Chile, I currently live in Santiago, the Chilean capital.

### What is your role within Koyle?

I'm the sale director at Koyle.

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

I grew up in a family of wine and food lovers with the same passion. While I was working as a journalist I attended a sommelier course in Italy. After that I got the WSET Level 3 certificate when I was living in China and decided that the wine world was a good place to work.

### What got you interested in Organic wine?

Because it is the future and it is the best way to express terroir itself, letting nature be part in the entire process. Also, as professionals, we need to focus and work toward a more sustainable business process and practices, in a way that more and

more producers start to see agriculture and food production in general as a key aspect of making a change in consumption habits. It is kind of a purpose itself, and I'm lucky enough to be part of this.

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

That's a hard one, but I'll say, Koyle Gran Reserva Carmenere, because it was the first wine I tried back in 2010 when I met the Undurraga family for the first time. I was working for a wine importer in Sao Paulo, Brazil, and it was the first biodynamic wine from Chile I've tried as well, so we decided to import it and start selling it in Brazil. Its price/quality ratio is simply unbeatable!

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

The seriousness in its process of developing the terroir. The biodynamic and organic approach is the main and only tool to really speak and express uniqueness and singularity on wines without being pretentious. It's all about sincerity!

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

People are getting smarter and more conscious about their own habits, health, and sustainable products in general, but we still have a great challenge in educate new consumers and promote the category in the trade. We want to people look at Koyle not only as an excellent wine producer, but as real ambassador of an entire new era of production practices. For traditional wine consumers may be estrange for example to hear that someone put grape-skins and animal poop inside a real cow horn and bury it on the ground and ferment it for an entire year, so you can feed the soil with an actual shot of probiotic! But at the end it makes so much sense.

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

Be with my family, my pets and rocking-out with my band mates.