

ATRIUM WINE BROKERS

Passport to the World of Wine

Our Family of Wines

SANTA BARBARA & SANTA YNEZ

Carr Winery
Crosshatch Winery

SANTA MARIA VALLEY

Coming Soon

MONTEREY

Trixon Wine Co.

PASO ROBLES

Cendré
Cloak & Dagger
Sea Shell Cellars

SANTA CRUZ MOUNTAINS

Maison Areion

SONOMA

Bannister
Brace and Bit
Coplan Vineyards
Idle Cellars
Jason Dumont
Noria
Orentano
Solamente
Sutro
SyRAWR

NAPA

AJ Pearce
Blue Monster
Gallegos
Gellis Family Domain
Hope & Grace Winery
Jason Dumont

Kerr Cellars

Longfellow
Loomis Estate Vineyards
Marita's Vineyard
Meteor Vineyard
Teachworth

New Winery - Coming Soon

LODI

Michael Klouda Wines
Purple Corduroy

SOLANO COUNTY | THE DELTA

Pressley Vineyards

OREGON

Jac + James
L'Angolo Estate
Lines of Man
Marshall Davis
Trisaetum

WASHINGTON

Elephant Seven
Two Vintners
City Limits

ARGENTINA

Coming Soon

ITALY

Andrea Biasiotto - Veneto
Cantina Colonnella - Abruzzo
Negro Giuseppe - Piemonte
Paola Massa - Piemonte
San Biagio - Piemonte
La Nuela - Sardinia

FRANCE

Chateau Plaisance - Bordeaux
Chateau Meynard - Bordeaux

MEXICO

La Competencia Imports

Portfolio Attached - 9 New Wineries - 38 Total

CHILE

St. Stephen Organic Vineyards

SPAIN

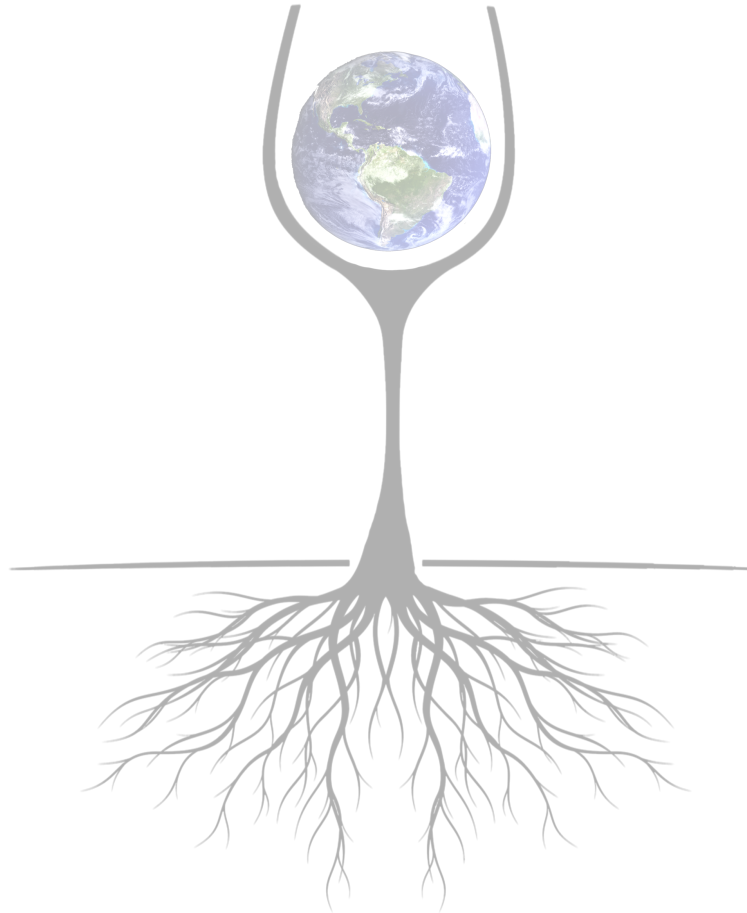
Monasterio (Grandes Vinos)
Anayón (Grandes Vinos)

CANADA - OKANAGAN VALLEY

2023-Nov

AUSTRALIA

Xanadu | Yerring | Mount Langi Ghiran





Atrium Wine Brokers Inc.

Mexican Wine Portfolio

Imported By La Competencia Imports | www.lacompetenciaimports.com

Saturday, July 1, 2023

Mexico is the oldest wine-producing country in the Americas dating back to the 1500s, but it wasn't until the 1970s when foreign investors began looking for new opportunities that the Mexican wine industry started to see growth. The Baja region was already well established, but the interior of Mexico provided high altitude (2100' to 6500') and hot days/cold nights that were perfect for vineyards.

In the early 16th century, the Spanish brought their religion, culture, and viticulture to the New World and established missions and vineyards from Puebla to Monterrey. While there were already native grapes in Mexico, Spanish grape varieties flourished. By the late 17th century, Mexico was producing vast quantities of wine and Spanish wine imports were down. Because of this, the King of Spain Charles II prohibited wine production in Mexico in 1699 except for religious purposes. This wine prohibition would last until the end of the Mexican War of Independence in 1821, but the people of Mexico had already shifted their interest and consumption to brandy, beer, tequila, and mezcal.

Today, Mexico's wine production can be divided into three main regions. The North encompasses the Baja Peninsula and Sonora. Laguna stretches across Northern Mexico from Chihuahua to Valle de Parras. Central Mexico includes the Altiplano and Bajío regions in the states of Querétaro, Guanajuato, Coahuila, Aguascalientes, Zacatecas, and San Luis Potosí.

Both states of Guanajuato and Querétaro are popular tourist destinations for their colonial architecture and historic centers. Each has developed its own Ruta de Vino to promote the wineries in their regions. Guanajuato's Ruta de Vino stretches from the western side of Dolores Hidalgo to the eastern side of San Miguel de Allende. Querétaro's Ruta de Arte, Queso y Vino lies between the third largest monolith in the world in Bernal and the sleepy little cheese and wine town of Tequisquiapan.

What's fascinating about the wineries in these two states is not that they produce familiar varieties, but that they are experimenting with lesser-known varieties and blends to compliment Mexican tastes and cuisine. The consumer market in Mexico is small and wine is still considered a luxury for the wealthy. Areas with a large middle class such as Querétaro, are warming to the idea of wine tasting on the weekends, and it is quickly becoming a favorite pastime for young adults and wise middle-agers. Winemakers began by making fruity wine to appeal to the newest generation of wine consumers but are changing their focus to drier wines that work better with a variety of cuisines. (Ref: International Living - October 12th, 2020)

BAJA & CENTRAL MEXICO WINE REGIONS

Valle De Guadalupe

- Adobe Guadalupe
- Bodegas Henri Lurton
- Bruma
- Casa de Piedra
- Casa Magoni
- Chateau Camou
- Hilo Negro
- La Trinidad
- Madera 5
- Paralelo
- Mariatinto
- Roganto
- Symmetria
- Tresparauno
- Vinas de la Erre
- Vinistera (Santos Tomas & VDG)
- Vinsur

Francisco Zarco

- Solar Fortun

Valle de la Grulla

- Duoma
- Palafox

Valle San Vicente

- Casa Jipi
- Vinicola OS
- Llano Colorado



Guanajuato

- Dos Buhos
- Guaname
- Tres Raices

Hidalgo

- Vinedos El Refugio

San Luis Potosi

- Cava Quintanilla
- Pozo De Luna

Aguascalientes

- Casa De Quesada

Queretaro

- Casa Vegil
- De Cote
- El Bajío By Freixenet
- San Juanito
- Vinaltura

Coahuila

- Bodega Los Cedros
- Parvada
- Tribos

Zacatecas

- Tierra Adentro