



## Meet Alfonso Iranzo

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

I'm originally from the wine-producing county Utiel – Requena in the region of Valencia. Currently I live in Requena, the same town where I grew up.

### **What is your role within Bodegas Iranzo?**

I'm in charge of improving the quality and efficiency of all processes by implementing lean manufacturing tools learned from my background as an aeronautical engineer. In addition I'm studying toward the Superior Degree in Oenology at the Requena School (which was the 1st Oenology School in Spain) in order to improve our winemaking processes and bring our

wines to a higher and finer level.

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

Winemaking and viticulture has always been part of my life as my family and myself have always worked the vineyards. After 5 years working in Germany as an engineer in the automotive industry it was time for a change, time to come back and do what I was really passionate about, winemaking, while bringing back experience, languages and knowledge.

### **What got you interested in Organic wine?**

My family started in 1994 making organic wine, as well as making nature recovery actions in our property (reforestation and trees pruning, installation of birds nests on trees, making a flora reserve as well as a fauna reserve with no hunting allowed, fighting against erosion of the soils, etc.). I grew up in this love and respect for nature so organic winemaking is a natural consequence of that.

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

My favorite wine is the new “Azul de Bobal” for its balance, made with the local variety Bobal, it’s got 4 months in oak and now one more year of aging in the bottle. The result is a very balanced wine, beautifully colored with some blue shining in the glass, complex aroma and long and refined in the mouth, having some mineral touch from its terroir.

**What would you like to highlight about Bodegas Iranzo?**

We are a committed and conscious company. We ensure the quality of our product in every step while being respectful with the environment, the health of our customers, the relationship with our suppliers and the well being of our people, because they make our products reality.

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

In my eyes the future of organic wine is bright as there are more and more people that are concerned about their health and the respect of nature and environment, and they want to know the origin of what they buy.

The challenges are to keep innovating and making better wine every day. Today you can’t just sell due to the fact of being organic, but you’ve got to offer an outstanding product. The competition is bigger every day, so the search for excellence in every aspect is the only way to go.

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

In general I like to learn new things, I like learning new languages because you can communicate with more people, I like spending a day with friends helping someone to fix something or just do something in the fields that you don’t usually do in a work day like planting some trees, tree pruning, taking time to watch and observe the vines and their growing. From time to time I enjoy a nice road trip.



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