

PURO ROFE

LANZAROTE 'JUAN BELLO'

ORIGIN

Lanzarote,
Canary Islands, Spain

WINE TYPE & VARIETIES

Still dry red, Listán Negro

VINEYARD

Single site between the village
of Mardache and Juan Bello
volcano

SOIL

Black volcanic sand over clay

AGE OF VINES

+100 y/o

VITICULTURE

Organic practices

VINIFICATION

Manual harvested from hoyos,
spontaneous fermentation in
stainless steel, 6-8 months
aging in neutral 500-liter French
barrel, sulphur added if
considered necessary.
Unfined. Unfiltered.

The History of Puro Rofe starts back in 2017 when a local wine merchant Rayco Fernández, realized that the potential of the unique island of Lanzarote was still to be reached and the best wines to be made. At that time, only one wine was made. Today, Puro Rofe is an amazing collage of Lanzarote´s best Terroirs as also its native varieties.

From the beginning, Puro Rofe has been a growing project where the preservation of vine growing culture in Lanzarote and sustainable farming has been their moto, along with the production of truly distinctive wines that can capture the essence of the different vineyard sites and those micro and macro terroirs that can be found in the island.

For that matter, the wellbeing and preservation of the farmland dedicated too vines and the growers who tend the vines have been a priority. The sustainable business of the farmers is crucial to Puro Rofe. Lanzarote is a difficult land to farm, yields are minuscule, cost of production are very high and the daunting pressure from the tourism industry and very expensive real estate, forces many families to sell their farmland.

Puro Rofe has grown to be a collaboration among local, like-minded grape growers who tend vineyards surrounding volcanos in La Geria such as Tinajo, Masdache, and Testeyna, and all practice organic farming, the project covers 8 hectares in total. The work in the cellar is of minimum intervention. Grapes are hand harvested, whole cluster press and natural yeast fermentation in tanks and aged in neutral French oak barrels or amphorae.

Worth noting that Lanzarote is the easternmost of The Canary Island, the oldest island of the archipelago. Weather conditions are stream and very dry. Through the course of the centuries, the locals have managed to overcome these harsh conditions. These conditions were accentuated by a volcanic eruption in the 1700's that covered 25% of the island and the farmers adapted the farming with unique systems that allows viticulture to flourish. Viticulture work is heroic here, vine growers are working on one of the most hostile environments in the world. The Island has preserved a characterful range of varieties (Malvasía Volcánica, Diego, Listán Blanco, Listán Negro, Negramoll) and the average age of the vines is very old, up to 200 years old.



VIN

EST. 2012