

# Fronton de Oro Malpaís

## THE FACTS

COUNTRY: Spain

REGION: Canary Islands

APPELLATION: Gran Canaria

## THE STORY

The brothers Ramirez, Pedro and Antonio, have been running Fronton de Oro since the early 2000s. Their estate on the hills of La Lechuza, a small town on the island of Gran Canaria, was created by their dad in the 1970s. Their vineyards are planted on some of the highest-elevation sites in Gran Canaria - many above 3,000 feet - and in many cases on terraced slopes, although some are cultivated wildly and untrained. The name of the estate "Fronton de Oro" refers to a huge rock that shines with sunlight (the one that adorns their label) known locally as "El Frontón". Their entry-level wine, Fronton de Oro Tinto, is one of the most easily recognizable wines from the Canary Islands.

## THE SELLING POINTS

SUSTAINABILITY: Vegan, Green Practicing

