

Manzanos
ENTERPRISES

A high-angle, first-person perspective shot of a person sitting on a light-colored, textured rock ledge. The person's legs, wearing blue jeans, are visible in the lower-left corner. They are holding a clear glass filled with red wine in their right hand. Another hand, presumably belonging to a companion, is visible on the right side of the frame, also holding a glass of red wine. A dark glass bottle of wine sits on the rock ledge to the right. The background is a vast, clear blue ocean with visible ripples and a distant horizon under a bright sky. The overall mood is serene and celebratory.

Manzanos Enterprises **Mission:**

Our mission is to create moments of happiness and that we all associate Manzanos seal with a moment of celebration of life.

Our Vision:

The aim is to **position** ourselves as one of the three main producers of appellation Navarra wine and one of the top five producers of appellation Rioja wine, increasing our presence in the countries that we still do not have a great share of the market and expanding our presence in those that we already have a big distribution. We also want to increase the added value that we offer in our service and quality of our products in order to guarantee the stability and profitability of our company for years to come.

Last but not least, we will continue our strategy of **diversification** in sectors that will provide us synergies to be able to offer more stability, return and make the offer of services to our clients bigger. The aim is to supply them with more and more things that make happier their day to day.



*"Progress is measured by the degree of **differentiation** within a society" - Herbert Read.*

Three are the pillars on which we build the progress. The large area of own vineyards that allow us to control and maintain an unparalleled **quality** and the same style, the use of gravity in the winery, with four floors underground for every winemaking process and the seal of a young human team that accompany us.






*“**Nature** does nothing in vain or incomplete”-
Aristotle.*

Not only vineyards are a sign of identity of Manzanos, but they have a special relevance because we truly believe that wine is already made before even coming to the winery. And such is the importance of the quality of the fruit of **our vines** that we have been forever investing in increasing the number of hectares of vineyards that we own, to be able to guarantee the Manzanos quality seal in all our products. We focus on **our own production** as a fountain of quality and stability in style and price.

“In Nature, there are neither rewards nor punishments, there are consequences” - Robert Green Ingersoll.

We design every treatment that we do to our vineyards, every agricultural practice and winery techniques, apart from water treatments and winery residues, considering the impact that they will have on nature, the **environment** and the future fruit of our work. We look after nature so it will offer us its best fruits.





*“Technology is nothing, what is important is that you have a faith in **people**, that they are basically good and smart, and if you give them tools, they will do wonderful things with them” –Steve Jobs.*

People are key in our organization and so we try to convey in our web pages. The effort, constance and the team are very relevant to our company, as we have gone through a big change in six years, from having 12 employees to more than 130. We are a group of people **united** for a proyect and the dream of achiving it.

A man in a striped shirt is seen from behind, carrying a young child on his shoulders. The child, wearing a red and black plaid shirt, is holding a large, white paper airplane high above their head. They are standing in a field with a sunset or sunrise in the background, creating a warm, golden glow. The man is looking towards the horizon, and the child is looking up at the airplane. The overall mood is one of hope and aspiration.

“When my kids finished their studies I told them that what they had to do was looking for clients and not bosses” - Anonymous.

As it could not be any other way in a company that boast five generations of the Fernández de Manzanos family, **family** plays a fundamental role. Generation after generation, the passion and effort put into the building of what is now Manzanos group have been conveyed. This legacy is of utmost importance and we have it present in our motto **“discover our legacy”**.



“Ambition is the first step for success, action is the second”- Anonymous.

Discredited because of its lack of experience by many, this is a characteristic that suggests **opportunity**. It is accompanied by ambition, passion, technology and change. The fifth generation of the Fernández de Manzanos family had to join the Company very early, at 20 years old. This meant a creative drive that led to new practices, new vision and technological investments in a sector that is too clinged to tradition. Our team is full of **young people**, of spirit above all, ambitious and ready to learn new processes in a market in constant evolution.



*“**Technology** feeds on itself. Technology makes more technology possible”- Alvin Toffler.*

Pioneers in our sector for introducing new processes , standards and technologies, we have gone for revolutionary technology in the wine industry (electrodialysis, cross-flow filtration, etc.) to reassure our customers and demonstrate our **commitment** to offer the best **quality**. This fact has resulted in more loyalty and much more clients.

A person wearing a dark suit jacket over a white dress shirt is holding a small, dark-colored bottle with a white cap. The person's hands are visible, and they are holding the bottle with both hands. The background is a plain, light-colored wall.

***“Personalization is the key
for a premium service where every
process starts in itself”- Anonymous.***

Yes we can. This has been our *leitmotiv* during all these years of running the company in a moment of crisis and uncertainty. We understand crisis as a moment of questioning the current model and make a change. In a globalized world where singularity and exclusivity are disappearing more and more, **we bet on product personalization.** We are not talking about customization only, but to create a whole new product for a special customer. This has been the idea that has allowed us to become who we are now, a company willing to create an answer to the needs of our client.

“Nobody wants to fail, that is why most of the people do not even try” - Anonymous.

The **risk** of losing everything you own, have achieved and worked on with effort or even those things inherited because of the effort of your family, the risk of losing it all. We bet, not risk, but it is true that we put everything we are and we have into all our projects. We **believe** in our vision and we will not stop working until we reach it.





Companies:

Manzanos Enterprises: <http://manzanos.com/>

Manzanos Wines: <http://manzanoswines.com/>

Mineraqua: <http://www.mineraqua.com/>

Centro Porsche Pamplona: <http://porsche-pamplona.com/>

Voché Wine & Coffee Lounge: <http://www.grupovoche.com/>

Wineries:

Rioja Appellation

- Ⓜ Bodegas Manzanos: <http://bodegasmanzanos.com/>
- Ⓜ Bodegas Berceo: <http://www.bodegasberceo.com/>
- Ⓜ Bodegas Viña Marichalar: <http://vinamarichalar.com/>
- Ⓜ Bodegas Marqués de Butrago: <http://www.marquesdebutrago.com/>
- Ⓜ Bodegas Luis Gurpegui Muga: <http://www.luisgurpeguimuga.com/>

Navarra Appellation

- Ⓜ Bodegas Castillo de Enériz: <http://bodegacastillodeeneriz.com/>
- Ⓜ Bodegas Monte Ory

Wines from Spain

- Ⓜ Bodegas Gurpegui
- Ⓜ Bodegas El Lagar de la Aldea
- Ⓜ Bodegas Mosen Pierre: <http://www.mosenpierre.com/>

Manzanos
ENTERPRISES