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Ramon Bilbao Celebrates 100 Years in Rioja

Political and Business Leaders Converge for Historic Event in Haro

Thursday, November 7, 2024



Jose Maria de Santiago, President of Zamora Company

Bodegas Ramon Bilbao, one of Spain's most esteemed wineries, celebrated its centenary with a significant institutional event in Haro, La Rioja, hosted by its parent company, Zamora Company. The ceremony took place at the winery's headquarters, attracting a distinguished gathering of political and business leaders, including Gonzalo Capellán, president of La Rioja, and Luis Planas, Spain's Minister of Agriculture. Other

attendees included representatives from the Spanish Wine Federation and the Rioja Designation of Origin, alongside members of the Zamora family and various figures from the wine industry and local institutions.

During the event, José María de Santiago, president of Zamora Company, emphasized Ramon Bilbao's strong international reputation, noting that the brand has been listed among the world's 50 most admired over the past six years. He credited this success to the company's dedication to excellence and highlighted the collaborative efforts of the winery's employees, whose commitment to quality has helped maintain Ramon Bilbao's prestigious standing. De Santiago also underscored Zamora Company's global reach, with exports to more than 80 countries, reflecting its "international vocation."

Rodolfo Bastida, director of Bodegas Ramon Bilbao, spoke about the brand's distinctive character, emphasizing that every bottle reflects a dedication to authenticity and innovation. Bastida affirmed that while the winery remains committed to its heritage, it is also adapting to an evolving industry, with a focus on sustainable growth and delivering memorable experiences through its exceptional wines.

Zamora Company's CEO, Javier Pijoan, shared the company's long-term vision, emphasizing a strategy rooted in sustainability and social responsibility. He expressed the company's ambition to continue innovating and leading the market, staying attuned to consumer expectations and maintaining a global perspective.

Minister of Agriculture Luis Planas praised Bodegas Ramon Bilbao for enhancing the global prominence of Rioja wines and highlighted Spain's position as the world's third-largest wine producer and top exporter by volume. He lauded the winery's Spanish Wine Academy initiative, which educates wine professionals, and emphasized the importance of effectively communicating the sector's achievements.

Gonzalo Capellán, president of La Rioja, recognized Zamora Company's efforts in promoting sustainability and regional development. He expressed pride in La Rioja's status as a top wine region, noting that 60% of the world's most admired wine brands are from La Rioja, including Ramon Bilbao. The centennial celebration of Bodegas Ramon Bilbao is part of a series of events throughout October, marking a century of excellence for one of Spain's most beloved wine brands.