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Banfi Expands U.S. Partnership With Emiliana Organic Vineyards to Distribute Premium Chilean Wines

Collaboration aims to meet rising American demand for sustainable wines and strengthens Banfi’s environmentally focused portfolio

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Banfi, a well-known wine and spirits company based in Melville, New York, has announced an expanded partnership with Emiliana Organic Vineyards, a leading producer of sustainable and organic wines from Chile. Effective immediately, Banfi will act as the U.S. agency partner for several of Emiliana’s premium brands, including Ge, Coyam, 57 Rocas, and Maycas del Limarí.

This move comes as more American consumers show interest in wines that reflect values such as sustainability and transparency. Emiliana Organic Vineyards is recognized globally for its commitment to environmental stewardship and advanced agricultural practices. The company holds B Corporation status, is certified organic, and

is a leader in regenerative farming. Emiliana was also the first Chilean winery to achieve Regenerative Organic Certified status.

Cristina Mariani-May, CEO of Banfi, said that the partnership builds on a long-standing relationship between the two families and reflects a shared commitment to quality and sustainability. She noted that the addition of Emiliana's labels strengthens Banfi's portfolio of sustainably produced wines and aligns with the company's strategy to work with forward-thinking producers.

Cristian Rodriguez, General Manager of Emiliana Organic Vineyards, expressed enthusiasm about the expanded relationship. He highlighted Banfi's experience in brand-building and said that together they aim to introduce more U.S. consumers to Emiliana's diverse range of wines while continuing to promote sustainable practices.

Banfi was founded in New York City in 1919 and remains family-owned. Its flagship property is Castello Banfi in Montalcino, Tuscany, which includes vineyards, a luxury hotel, Michelin-starred dining, and hospitality services. The company also owns Pacific Rim & Company in the Pacific Northwest and has interests in other wine regions across Washington state and Oregon's Willamette Valley. In addition to its own properties, Banfi represents other brands through agency partnerships, including Natura wines produced by Emiliana.

Emiliana Organic Vineyards was established in 1998 in Chile and quickly became a pioneer in organic winemaking in South America. The winery exports its wines worldwide and is known for its focus on biodiversity, regenerative agriculture, and respect for both nature and local communities.

The expanded partnership between Banfi and Emiliana reflects ongoing changes in the wine industry as producers respond to consumer demand for products that are both high-quality and environmentally responsible. Both companies say they are committed to advancing these values through their collaboration in the U.S. market.