PROFILE

Bideona, meaning “the good way” in Basque, represents the next chapter of Rioja. Founded in 2018 by MWs Andreas Kubach and Sam Harrop, Bideona challenges the traditional focus on oak-aged Tempranillo, instead prioritizing freshness and drinkability. Based in Rioja Alavesa, the region’s smallest and northernmost sub-zone, Bideona vinifies tiny plots averaging 0.3 hectares and captures the distinct character of individual sites. Inspired by pre-industrial winemaking, they manage 300 parcels across historic villages, drawn to Alavesa’s high proportion of hillside vineyards, limestone-clay soils, and cooler, higher-elevation climate, which is distinct from the alluvial, iron-rich soils of Rioja Alta and Oriental. Bideona’s range includes single-vineyard, village, and regional wines, with innovative labeling workarounds due to restrictive DO regulations. Their rapid growth reflects a market craving for site-expressive wines and positions them as key players in Rioja’s evolving identity not just predicated on style, but also on place.



SPECIFICATIONS

Wine: 2022 ‘Las Parcelas’ Blanco

Varietals: Viura Field Blend ≈ 85%, Viura - 5%, Malvasia Riojana - 5%, Cagazal - 5%, Alarije & Garnacha Blanca

Appellation: Rioja Alavesa

Vineyard Age: Average 52 years old

Soil: Calcareous clay

Harvest: Manual

Agricultural Method: Sustainable, organic, vegan

Vinification: The grapes were hand harvested and then whole bunch pressed into concrete (80%) and a mix of used and new (20%) 300L French oak barrels. Fermentation was carried out with a mix of indigenous yeast and a house cultured yeast strain. The wine remained in these vessels for fermentation and a couple of months before being blended to concrete tank where the wine saw rested for a year before bottling without fining, a coarse filtration and small sulfur addition at bottling.

Alcohol: 13.5%

pH: 3.17

Acidity: 5.79 g/L

Production: 666 cases

Tasting Note: Subtle yet intriguing nose that opens in the glass to reveal stone fruit, herbs and white flowers. Juicy and refreshing on the palate, with balance and length. It displays a chalky mineral finish.