

BRAND EVOLUTION

FIGUERO

FOCUS ON THE TERROIR

At FIGUERO we were viticulturists first and winemakers second. This classification has long defined our way of working with, listening to and learning from our soils and vines. We understand that the search for excellence is a constant learning process.

Since 2001 we have striven to offer wines that describe our landscape. A task that ranges from a knowledge of terroir, a definition of place, and the proper selection of different materials.

Currently, FIGUERO has more than 110 micro-plots spread over a two-mile radius surrounding the winery planted entirely with Tinto-Fino (Tempranillo) and located in the town of La Horra.

The landscape in La Horra offers us the opportunity to produce a range of wines that speak to our different soils, aspects, and microclimates¹. We have classified these wines into three categories.

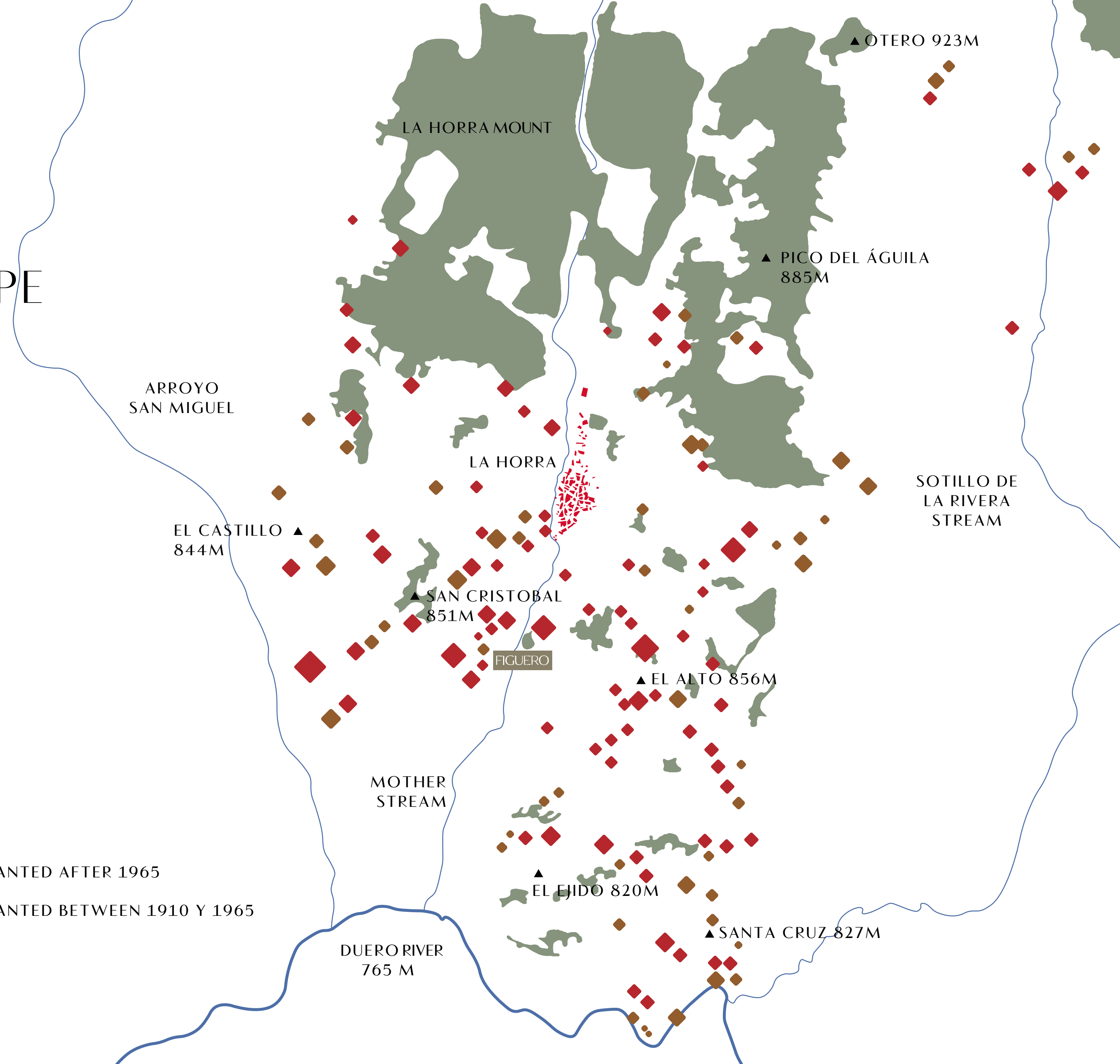
- VILLAGE WINES
- PARAJE WINES
- SINGULAR PLOT WINES

INTERPRETING THE LANDSCAPE

¹On this map, that defines our environment, we can see three decisive features: the Duero River to the south (at 790m above sea-level), the Monte de La Horra to the north (860m) and three streams that cross from north to south forming three gently undulating valleys forming plots of vines with an east-west aspect that dissolve into the south facing slopes as we approach the Duero River.

- Proximity. All plots located within a two mile radius of the winery.
- A total of 180 hectares, divided into 110 micro-plots.
- Over 50 hectares of "old-vine" plots: those planted between 1910 and 1965 following a masal selection of prefiloxeric clones.

- ◆ VINES PLANTED AFTER 1965
- ◆ VINES PLANTED BETWEEN 1910 Y 1965





VISUAL IDENTITY

As part of our ongoing pursuit of excellence we have carried out a wholesale update and premiumisation of the Figuero brand that includes the following elements:

1. Logo update.
2. Creation of a symbol that defines the brand.
3. Definition of new corporate colours.
4. Harmonization of our portfolio.

1. LOGO UPDATE

Sinto
FIGGUERO

FIGUERO

FIGUERO

FIGUEROA

FIGUERO

Sinto
FIGUERO

FIGUERO

2. CREATION OF A SIMBOL

OUR VINES INSPIRE US



A story of land, family, work, sensibility, and knowledge.

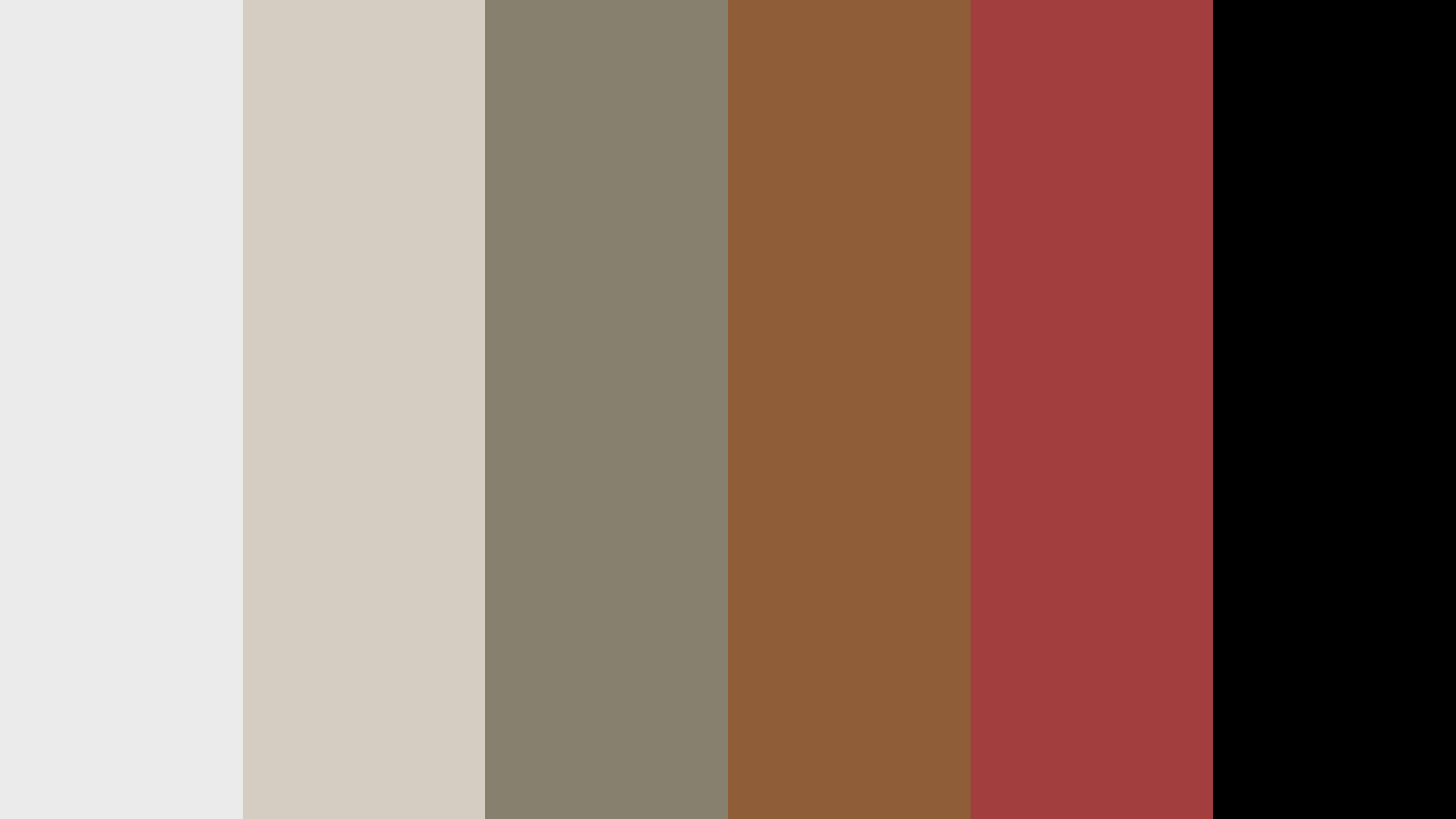
A story of respect and love for the terroir.

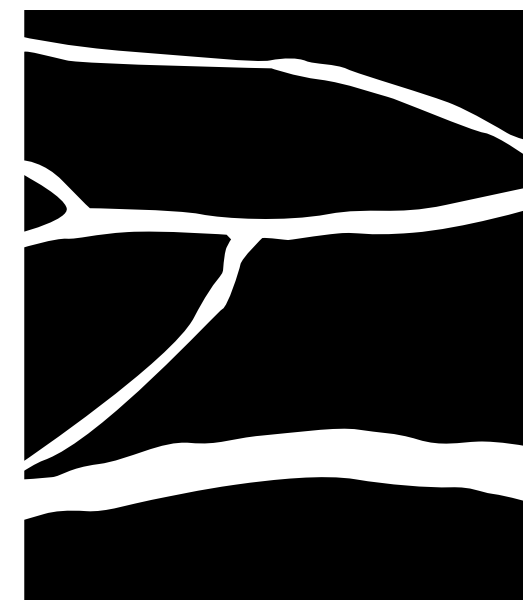
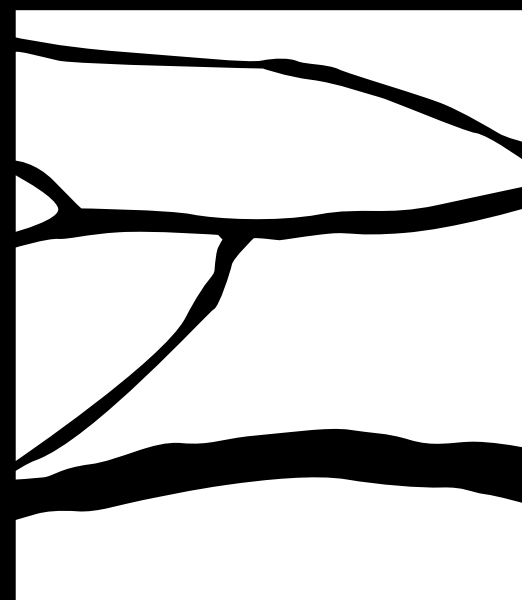


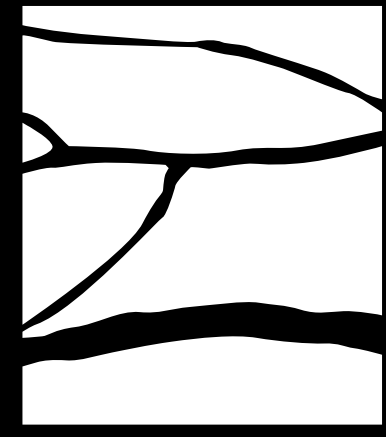
A story of land, family, work, sensibility, and knowledge.

A story of respect and love for the terroir.

3. DEFINING OF A NEW BRAND COLOURS







FIGUERO



FIGUERO



FIGUERO



FIGUERO

4. HARMONIZATION OF OUR PORTFOLIO.



FIGUERO at the center of the conversation.

Minimalist and elegant design.

Colours that evoke nature.



VILLAGE WINES



PARAJE WINES



SINGULAR PLOT WINES



VILLAGE

Vines that are located anywhere within the 2-mile radius of the winery and the village of La Horra.





VILLAGE



VILLAGE



VILLAGE



PARAJE

A specific area within our landscape that corresponds to common characteristics of soil, micro-climate and vine age.



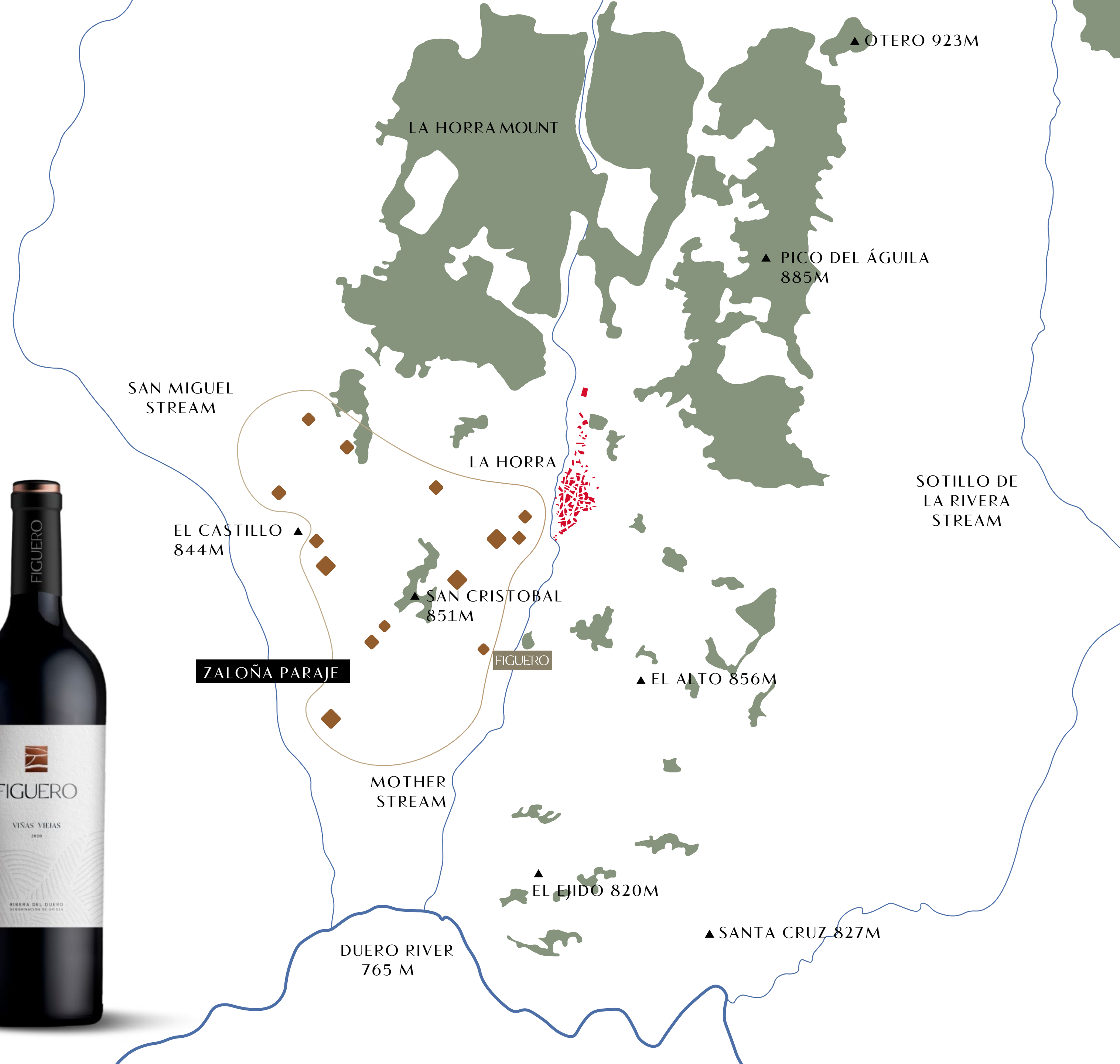
PARAJE





ZALOÑA PARAJE

Located to the west and defined by silty clay soils. This Paraje (area) includes plots such as El Castillo, Zaloña, Sendino, San Cristobal, El Sapillo and La Trinitaria which were all planted between 1910 and 1965.



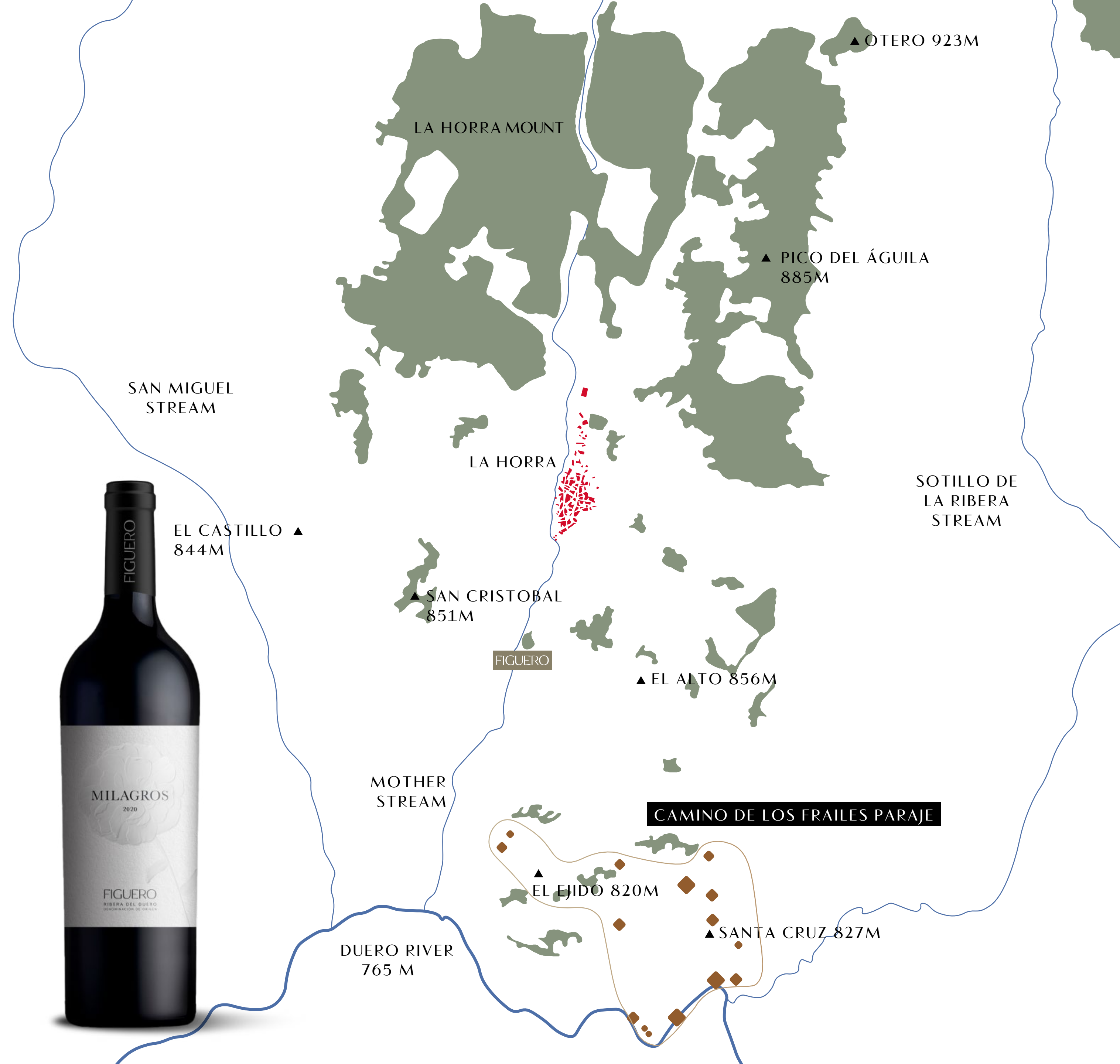
PARAJE





CAMINO DE LOS FRAILES PARAJE

A selection of plots that overlook the Duero River. Old vines planted between 1940 and 1965, in sandy, pebble-rich soils. The area includes plots such as El Ejido, Camino de los Frailes, Santa Cruz, Llano de la Mina and Valera, which are located on the border between La Horra and Roa.



SINGULAR PLOT

A single plot with unique characteristics that distinguish it from the rest and therefore demands that we vinify it independently.



SINGULAR PLOT





TORROSILLO PLOT

Tinto Fino planted in 1950 at an altitude of 840m , this plot has distinctive limestone seams that run through the soil. A unique feature in our landscape and the inspiration behind the label image.



SINGULAR PLOT





MALASMAÑANAS PLOT

Singular vineyard located in the shelter of Monte de La Horra.

Tinto Fino planted between 1950 and 1955.



CONTRAETIQUETAS



ASOMO
 DESPERTAR LA CURIOSIDAD
 2022

FIGUERO
 RIBERA DEL DUERO
 DENOMINACIÓN DE ORIGEN

PRODUCIDO, ELABORADO Y EMBOTELLADO EN LA PROPIEDAD.
 VIÑEDOS Y BODEGAS GARCÍA FIGUERO, S.L.
 LA HORRA, BURGOS, ESPAÑA. R.E.º 8161-BU
 PRODUCTO DE ESPAÑA/PRODUCT OF SPAIN

Alc. 14% vol. 750 ml e

CONTIENE SULFITOS / CONTAINS SULFITES / L.102241

INGREDIENTES / INGREDIENTS

8 437004 111012

E 324kJ / 78kcal
 por porción de (100ml)

FIGUERO
 CRIANZA 2021
 TINTO FINO

RIBERA DEL DUERO
 DENOMINACIÓN DE ORIGEN

PRODUCIDO, ELABORADO Y EMBOTELLADO EN LA PROPIEDAD.
 VIÑEDOS Y BODEGAS GARCÍA FIGUERO, S.L.
 LA HORRA, BURGOS, ESPAÑA. R.E.º 8161-BU
 PRODUCTO DE ESPAÑA/PRODUCT OF SPAIN

Alc. 14% vol. 750 ml e

CONTIENE SULFITOS / CONTAINS SULFITES / L.202104

INGREDIENTES / INGREDIENTS

8 437004 111029

E 324kJ / 78kcal
 por porción de (100ml)

FIGUERO
 RESERVA 2019
 TINTO FINO

RIBERA DEL DUERO
 DENOMINACIÓN DE ORIGEN

PRODUCIDO, ELABORADO Y EMBOTELLADO EN LA PROPIEDAD.
 VIÑEDOS Y BODEGAS GARCÍA FIGUERO, S.L.
 LA HORRA, BURGOS, ESPAÑA. R.E.º 8161-BU
 PRODUCTO DE ESPAÑA/PRODUCT OF SPAIN

Alc. 14,5% vol. 750ml e

CONTIENE SULFITOS / CONTAINS SULFITES / L.301901

INGREDIENTES / INGREDIENTS

8 437004 111074

E 335kJ / 81kcal
 por porción de (100ml)

VIÑAS VIEJAS
 PLANTADAS ENTRE
 1942 Y 1964 EN LA HORRA
 TINTO FINO
 2020

FIGUERO
 RIBERA DEL DUERO
 DENOMINACIÓN DE ORIGEN

PRODUCIDO, ELABORADO Y EMBOTELLADO EN LA PROPIEDAD.
 VIÑEDOS Y BODEGAS GARCÍA FIGUERO, S.L.
 LA HORRA, BURGOS, ESPAÑA. R.E.º 8161-BU
 PRODUCTO DE ESPAÑA/PRODUCT OF SPAIN

Alc. 14% vol. 750ml e

CONTIENE SULFITOS / CONTAINS SULFITES / L.402010

INGREDIENTES / INGREDIENTS

8 437004 111036

E 324kJ / 78kcal
 por porción de (100ml)

MILAGROS
 UN HOMENAJE A NUESTRA MADRE
 TINTO FINO
 2020

FIGUERO
 RIBERA DEL DUERO
 DENOMINACIÓN DE ORIGEN

PRODUCIDO, ELABORADO Y EMBOTELLADO EN LA PROPIEDAD.
 VIÑEDOS Y BODEGAS GARCÍA FIGUERO, S.L.
 LA HORRA, BURGOS, ESPAÑA. R.E.º 8161-BU
 PRODUCTO DE ESPAÑA/PRODUCT OF SPAIN

Alc. 14% vol. 750 ml e

CONTIENE SULFITOS / CONTAINS SULFITES / L.802001

INGREDIENTES / INGREDIENTS

8 437004 111272

E 324kJ / 78kcal
 por porción de (100ml)

PAGO DE TORROSILLO
 PARCELA PLANTADA A 840M DE ALTITUD
 SOBRE SUELO ARCILLOSO CON
 INTERCALACIONES CALIZAS
 EN LA HORRA

TINTO FINO
 2019

FIGUERO
 RIBERA DEL DUERO
 DENOMINACIÓN DE ORIGEN

PRODUCIDO, ELABORADO Y EMBOTELLADO EN LA PROPIEDAD.
 VIÑEDOS Y BODEGAS GARCÍA FIGUERO, S.L.
 LA HORRA, BURGOS, ESPAÑA. R.E.º 8161-BU
 PRODUCTO DE ESPAÑA/PRODUCT OF SPAIN

Alc. 14,5% vol. 750ml e

CONTIENE SULFITOS / CONTAINS SULFITES / L.501901
 MARCA REGISTRADA CON ANTERIORIDAD A 7 JULIO DE 2005

INGREDIENTES / INGREDIENTS

8 437004 111098

E 324kJ / 78kcal
 por porción de (100ml)

TINUS
 UN VIÑEDO SINGULAR
 AL ABRIGO DEL MONTE DE LA HORRA
 PARCELA DE MALASMAÑANAS

ESTA PARTIDA ESTÁ COMPUESTA
 DE 1.800 BOTELLAS DE 750 ML,
 50 MAGNUM Y 5 DOBLE MAGNUM

BOTELLA Nº
 0001

TINTO FINO
 2019

FIGUERO
 RIBERA DEL DUERO
 DENOMINACIÓN DE ORIGEN

PRODUCIDO, ELABORADO Y EMBOTELLADO EN LA PROPIEDAD.
 VIÑEDOS Y BODEGAS GARCÍA FIGUERO, S.L.
 LA HORRA, BURGOS, ESPAÑA. R.E.º 8161-BU
 PRODUCTO DE ESPAÑA/PRODUCT OF SPAIN

Alc. 15% vol. 750 ml e

CONTIENE SULFITOS / CONTAINS SULFITES / L.601901

INGREDIENTES / INGREDIENTS

8 437004 111050

E 347kJ / 84kcal
 por porción de (100ml)



FIGUERO