



PURO ROFE LANZAROTE

Lanzarote is the easternmost of the Canary Islands, situated just 100km from the continent of Africa. The warmest and driest part of the Canaries, it receives a scant 6 inches of rainfall in an average year. Subjected to nearly constant winds blowing off the Sahara desert, known locally as *alicios*, this would be a challenging place to grow vines even if they were not planted on a vast and volatile volcanic fissure. The lunar landscape of Lanzarote was largely formed by an eruption that lasted from 1730 to 1736, which covered 200 square km of the islands with up to 3 meters of ash and lapilli. Viewed from space, this island's most notable features are a series of calderas pockmarking a black sand and ash desert that dominates the northwestern part of the island - Los Volcanes National Park.

The volcanic devastation of the 18th century proved to be a boon for viticulture. Adapted to harsh conditions, varieties like Listán Blanco and Negro, Negramoll, Malvasía, and Diego were replanted on Lanzarote starting shortly after the eruption. To overcome the twin obstacles of the *alicios* and the meters of dry, free-draining volcanic lapilli, farmers in Lanzarote developed a unique practice of viticulture - the iconic *hoyos* of Lanzarote. *Hoyos* are hand-dug depressions, sometimes up to two meters deep, with a single vine planted in the bottom. The depth of the *hoyos* allows the vine to access the moisture present several meters below the surface of the volcanic top-soil while also protecting it from the *alicios*. The most exposed *hoyos* are also partially surrounded by walls, *abrigos*, to add an extra layer of protection from the constant winds. Combined, these two features have become the indelible visual image of grape-growing in Lanzarote. No matter what elevation you view Lanzarote, the overwhelming impression is that of a landscape of craters - natural and human-made.



FACTS & FIGURES

FOUNDED

2018

PROPRIETOR

Rayco Fernandez, Rafael (Chicho) Mota, Vicente Torres, Ascension Robaina & Pedro Umpiérrez

WINEMAKER

Rayco Fernandez

SIZE

8 ha

ELEVATION

200-325 meters above sea level

SOILS

Clay limestone, red clay, sand, gravel, granite, mica

VINE AGE

100+

VARIETIES

Malvasía, Diego, Listán Blanco, Listán Negro, Negramoll

FARMING

Practicing organic

HARVEST

Manual

CELLAR

Whole cluster, natural yeast fermentation in concrete or stainless steel tanks after crushing by foot in stone lagars, aged in concrete vats, neutral French oak barrels or amphorae

The raw materials of Lanzarote - the stark beauty, unique viticulture, indigenous and ancient vines have been on the mind of Rayco Fernandez for many years. A wine exporter based in Gran Canaria, Rayco had waited patiently for over a decade for someone to discover the potential of Lanzarote. Puro Rofe was created from his abiding interest in Lanzarote, his impatience, and the friends he made there. While Rayco was the impetus for its creation, Puro Rofe is a collaboration among local, like-minded grape growers Rafael (Chicho) Mota, Vicente Torres, Ascension Robaina, and Pedro Umpiérrez. They tend vineyards surrounding Los Volcanes in the villages of La Geria, Tinajo, Masdache, and Testeyna, and all practice organic farming. Puro Rofe is based in La Geria at Chicho Mota's small, museum-like bodega, which preserves many of the traditional winemaking tools on Lanzarote - lagars, basket presses, and concrete vats which are now supplemented with clay amphorae as well.

The initial release (2017) was a white and a red made from a diversity of vineyards sites and varieties, with 2018 seeing the release of their first wines featuring the traditional varieties of Lanzarote and their parcel wines: Tilama (Malvasía), Masdache (Village wine blending Malvasía, Diego & Listán Blanco), Chibusque (Diego) & Chaboco (Muscat grown in volcanic fissures) & Mentidero (a clarete blending Malvasía, Listán Blanco, Listán Negro & Diego.)

