

## THE FAMILY | CARLOS FALCÓ



Carlos Falcó was born in Seville (Spain). He graduated as an Agronomist from Leuven University (Belgium) and later graduated from University California (Davis). He is one of the pioneers of modern viticulture and a producer of great quality pago wines in Spain. He was the first to plant Syrah and Petit Verdot in Spain; likewise, the Cabernet Sauvignon and Graciano varieties in Castilla La Mancha. His Dominio de Valdepusa vineyards in Toledo were European pioneers with the introduction of new technologies such as drip irrigation (1974), Smart-Dyson trellising systems (1994), partial root drying (PRD) in 1999, likewise with the use of dendrometers to monitor hydric stress and vine growth. In 2003, Dominio de Valdepusa was the first Spanish single estate to be awarded its own Denominación de Origen by the Spanish government and by the European Union.

In June 1999 he published his first book *Understanding Wine*, which is currently in its 10th edition and it has received several awards from national and international critics such as the best gastronomic publication awarded by the Cofradía de la Buena Mesa (Good Table Guild) and the Spanish Gastronomy Academy (Madrid) or the Best Spanish book on wines granted during the 1999 World Cookbook Awards (Versailles, France), becoming a bestseller on the subject.



Carlos Falcó is currently the President of Pagos de Familia Marqués de Griñón, S.A. and owner of the Dominio de Valdepusa Estate and Sociedad del Viñedo del Rincón, S.A.

For years, Carlos Falcó has also dedicated time and resources to obtaining a high quality extra virgin olive oil. Since 2002 they have been producing an estate bottled extra virgin olive oil which is considered by many critics to be amongst Spain's and the

world's best high quality olive oils. Carlos Falcó is a founding member of the Great Spanish Olive Grove Estates Association which was created to defend the high quality single estate olive oil concept. Successive harvests have obtained an extraordinary reception from the market and specialised critics in and outside Spain, positioning their extra virgin olive oil amongst the world leaders in their field.

Furthermore, Carlos Falcó forms part of different associations of prestigious wineries, gastronomy or wine guilds. He is currently Chairman of Grandes Pagos de España (Association of Spanish Grand Crus), Chairman of the Royal Spanish Academy of Gastronomy and Chairman of the Castellano-Manchega Academy of Gastronomy. In addition, he is an honorary member of the Rioja, Penedés, Bordeaux, Burgundy and Champagne wine guilds. In April 2004 he was named Man of the Year by the Peñín Guide. Verema.com, a leading online wine page, conferred him the identical award, elected by their clients in 2006.