

[+] First edition of *Don Quixote*

In 1605, Miguel de Cervantes Saavedra dedicated the first edition of *The Ingenious Hidalgo Don Quixote of La Mancha* to another Zúñiga, Alonso Diego, VII Duke of Béjar, who thus became the patron of the first novel in the history of literature and the most universal written masterpiece in Spanish. His beautiful young wife, Juana de Mendoza, was immortalised in the extraordinary oil painting of Alonso Sánchez-Coello, chamber painter of Philip II (Marquis de Griñón Collection), recently selected by the Guggenheim Museum in New York for the exhibition *From El Greco To Picasso* (November 06- March 07).



[+] Marquis of Griñón. Excellence and innovation applied to wine and olive oil.

However, it was his grandson, Carlos, a graduate in agronomy at Leuven University (Belgium) and a holder of a master degree at California University (Davis), who would boost the several hundred years old agrarian tradition in 1974, adding a new commercial dimension to it. Yet again, the key was the same spirit which encouraged his ancestors in the past: preserve everything worth preserving, improving it via initiatives or innovations, providing knew knowledge in each period. Carlos decided to convert the *Marqués de Griñón* label into a symbol of global excellence for wine and olive oil. In fact, *Pagos de Familia Marqués de Griñón* has managed to position itself at the very top for both essential elements to the Mediterranean diet and culture: wine and olive oil.

