



# La Posta

## A Celebration of the Family Grape Growers of Argentina

Beyond the luster of corporate estates is a fabric of small growers who are working with old vines on generational plots of land. These growers do business with handshake agreements, and their grapes are often bought by big brands.

With La Posta, Laura Catena brings these small growers to light, celebrating their individual stories, passions, and terroirs within respective single-grower, single-vineyard wines.

Grower Malbec is an under-appreciated concept in Argentine winemaking, but its central to the cultural fabric of grape growing in Mendoza. The brand name, La Posta, is a nod to local taverns where grape growers (often of Italian heritage) congregate locally to discuss their days' work in the soil and vines. These watering holes, also known locally as "Postas," are central to the matrix of growers across the Mendoza terroir.

Furthermore, Laura Catena endeavored to produce single-grower or single-vineyard wines at affordable prices rather than pricing them for collectors. It was Laura's mission to have people to drink and experience the wines from these family-run vineyards, not cellar them.

#ItsGoodToBeUs  
Follow us Online

**CUTTING  
EDGE**  
SELECTIONS



@CUTTINGEDGESELECTIONS



CUTTING EDGE SELECTIONS

WWW.CUTTINGEDGESELECTIONS.COM