



Background

Bideona, meaning “the good way” in Basque, represents the next chapter of Rioja. Founded in 2018 by MWs Andreas Kubach and Sam Harrop, Bideona challenges the traditional focus on oak-aged Tempranillo, instead prioritizing freshness and drinkability. Based in Rioja Alavesa, the region’s smallest and northernmost sub-zone, Bideona vinifies tiny plots averaging 0.3 hectares and captures the distinct character of individual sites. Inspired by pre-industrial winemaking, they manage 300 parcels across historic villages, drawn to Alavesa’s high proportion of hillside vineyards, limestone-clay soils, and cooler, higher-elevation climate, which is distinct from the alluvial, iron-rich soils of Rioja Alta and Oriental. Bideona’s range includes single-vineyard, village, and regional wines, with innovative labeling workarounds due to restrictive DO regulations. Their rapid growth reflects a market craving for site-expressive wines and positions them as key players in Rioja’s evolving identity not just predicated on style, but also on place.

Highlights

- 1** Bideona challenges the traditional oak-heavy Rioja style, focusing instead on freshness, drinkability, and site expression.
- 2** Based in Rioja Alavesa, they vinify tiny 0.3-hectare parcels from 300 historic vineyard sites, emphasizing place over process.
- 3** Bideona was founded by two Masters of Wine who bring a Burgundian or Piemontese approach to place-based winemaking.

Wines



Regional Wines SRP \$20-30

‘Las Parcelas’ Tinto & Blanco and Tempranillo de Laderas showcase the essence of Rioja Alavesa: vivid, acid-driven, and fresh.

Village Wines SRP \$60

S4MG0, L4GD4, and V1BN4 all come from the great, historic wine villages of Rioja Alavesa.

Single Vineyard Wines SRP \$125-150

‘Cofradas’ Tempranillo and ‘Galtzada’ Garnacha show the wealth of old-vine material to be found in Rioja Alavesa.



Ethos



Packaging



Press

“ Power, depth and refinement at the same time... Full-bodied and juicy, with lots of fruit and energy.

97 points
JAMES SUCKLING
‘Cofradas’ Tempranillo 2021