



MAYELA

Rioja Alavesa- Spain



Background

Mayela is a modern reinterpretation of Rioja Alavesa's cosechero tradition, created by the founders of Bideona. Historically, these grower wines were made with whole-cluster fermentation and carbonic maceration, but founder Andreas Kubach MW avoids this method to better preserve terroir. Instead, Mayela highlights the high-elevation, limestone-rich vineyards of the Sierra Cantabria. The brand features one wine bottled under six different labels, each depicting the growers behind the project. By championing traditional viticulture, Mayela helps sustain Rioja Alavesa's historic hillside vineyards and small-grower culture. Designed for local gastronomy, the wines are fresh and approachable yet retain the depth and purity of Rioja Alavesa, a cooler, sunny, high elevation region with limestone-clay soils. Andreas' philosophy prioritizes terroir over winemaking style, making Mayela a cosechero 2.0—a back-to-basics wine that revives pre-industrial traditions while redefining Rioja's identity for a new generation.

Highlights

- 1** Mayela reinterprets Rioja Alavesa's historic cosechero (grower) wines, avoiding carbonic maceration to better showcase terroir.
- 2** The range is made up of one wine bottled with six different labels featuring the growers who farm on their historic hillside vineyards.
- 3** Mayela is made by the founders of Bideona, two Masters of Wine who bring a Burgundian approach of place-based winemaking to Rioja.

Wine



'Cosechero 2.0' Red Field Blend SRP \$18

Unlike traditional 'Cosechero' (grower) wines that are made via carbonic maceration, Mayela preserves terroir influences by fermenting grapes from the slopes of the Sierra Cantabria without carbonic maceration or oak. The whole brand is made up of one wine bottled with six different labels featuring illustrations of their growers. The idea is to contribute to the preservation of traditional viticulture and to the sustainability of old vineyards in Rioja Alavesa, which has a high proportion of historic vineyards planted on hillside terraces. This wine is the ultimate food-friendly, quaffable Tempranillo.

Ethos



VEGAN

A blend of indigenous and cultured yeast is used for fermentation, and sulfur is the only other addition before bottling.

Packaging



Experimental

Traditional

Provenance

Rioja Alavesa

