



PURO ROFE

Juan Bello

Lanzarote, the easternmost of the Canary Islands, lies just 100km off the African continent and is the warmest and driest among the Canaries, receiving only 6 inches of rainfall annually. Constant alizos winds from the Sahara desert and a vast volcanic fissure make grape cultivation challenging. The island's lunar landscape, shaped by an 18th-century eruption, is characterized by calderas on a black sand and ash desert, visible from space as Los Volcanes National Park.

The 1730-1736 eruption covered 200 square km with up to 3 meters of ash, proving fortuitous for viticulture. Varieties like Listán Blanco and Negro, Negramoll, Malvasía, and Diego adapted to the harsh conditions and were replanted, with a unique viticultural practice emerging—the hoyos. Hand-dug depressions, hoyos, up to two meters deep, allow vines to access moisture and shield from alizos. Exposed hoyos are fortified with walls, abrigos, providing additional wind protection. This distinctive viticulture defines the grape-growing landscape in Lanzarote, creating a visual impression of craters at any elevation.

Rayco Fernandez, a Gran Canaria-based wine exporter, spurred by a decade-long interest in Lanzarote, collaborated with local growers Rafael (Chicho) Mota, Ascension Robayna, and Pedro Umpiérrez to establish Puro Rofe. Cultivating organic vineyards around Los Volcanes, they operate from Chicho Mota's bodega in La Geria, preserving traditional winemaking tools alongside modern clay amphorae.

Juan Bello is the name of a volcano near the village of Masdache, and between the two are vines of Malvasía Volcánica, Listán Blanco, and Diego planted in hoyos. From these vines comes Juan Bello, a blend of these three grape varieties, but more importantly is this zone's proximity to the Atlantic and nearly constant alisios.

ORIGIN

Spain

APPELLATION

Lanzarote

SOIL

Black volcanic sand over clay

AGE OF VINES

100+

ELEVATION

325 meters

VARIETIES

Black volcanic sand over clay

FARMING

Practicing organic

Hand harvested, crushed by foot in stone lagars, short maceration, natural yeast fermentation in a 500L French oak barrel

AGING

8 months in a 500L French oak barrel

ACCOLADES

95 – 2022 Rofe Juan Bello – Wine Advocate

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