

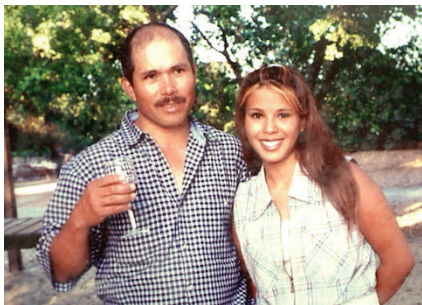
HONRAMA *Cellars*

BRAND STORY

Honrama: "A Celebration of Opportunity, Labor, Resolve, and the Bond of Generations". "The journey of every wine begins in the vineyard, with the grape. The beauty of every wine is crafted from the souls and hands of those who tend the vineyards, pick the grapes, and cultivate the nectar. Just as every family is crafted from the souls and hands of those who recognize opportunity, take risks, work from dawn to dusk, and share their wisdom". Named in honor of Honorio Ramirez Mata, Honrama reflects the bond of respect and admiration between generations. From the soul of a great man whose quest for a better life for his family brought him to Napa Valley working to tend the vineyards and harvest the fruit, to the souls of his children and grandchildren who lovingly make the wine.



HONORIO RAMIREZ MATA



LEFT: HONORIO RAMIREZ MATA

Honorio was born in September of 1959 in San Salvador de los Ahorcados, Guanajuato Mexico. This small village did not offer much of a future for anyone. People were forced to live on a day to day basis. This was the way of life as they knew it. At a very young age, Honorio was taught by his father, Fabian, that the only way to survive was to live and work in the city. Which is just what he did. Fabian lived and worked in Mexico City and would send money back to his

family in Guanajuato. Honorio's mother passed away at a very young age, therefore he was forced to grow up very quickly. His mother, Maria Luisa, was survived by Honorio, his older sister Marcelina and his younger brother Lucio, who was only a year old. Honorio and his siblings had to move from one family's home to the next in order to survive on their own.



THE WINES

- **Cabernet Sauvignon**, Napa Valley
- **El Potrillo "Nono's Blend"** (Pinot Noir), North Coast
- **Sauvignon Blanc**, Napa Valley
- **Paula's Rosé** (Cabernet Sauvignon), California

