

## QUADRUN WINE COMPANY

*La Mancha, Spain*



### Products

Quadrum Wine Company was founded in June 2020 by Monica and Victor Ordóñez. Their vision is to rejuvenate, redefine, and set the standard for the boxed fine wine experience. The Ordóñez family roots are grounded in three generations in the Spanish fine wine business, where the signature commitment has always been to an unapologetic obsession with quality. Several years ago, Monica and Victor saw an opportunity in the boxed wine segment for thoughtfully crafted wine, packaged in this unique format, from sustainably farmed vineyards, at an accessible price. The boxed wine experience has always meant affordability while sacrificing quality and careful sourcing of quality vineyard sites. A product never considered for experienced wine drinkers, boxed wine was synonymous with mass production and a lack of connection to those producers and families that make bottled wine so unique. In contrast, the Ordóñez family mission is to educate and delight wine novices and experts alike with fine wine made accessible through sustainable production and crafted with intentional winemaking and a commitment to excellence.

**Owner :** Monica and Victor Ordóñez

