



PRESS RELEASE – NOTA DE PRENSA

June – Junio 2018

«StarWine LAB (World Winery Consultants)» is born led by Isabel Mijares, with support of the World Gastronomy Institute

StarWine LAB is an international initiative prepared to give full advice in the Wine Sector, and especially focused on the creation of new wineries, anywhere in the world. The Consulting is headquartered in Madrid (Spain), is led by the famous oenologist Isabel Mijares, and has the transnational support of the World Gastronomy Institute (WGI).

StarWine LAB is a consultancy specialized in business related to wine. Experts in new Wineries and in helping companies that could work better. *StarWine LAB* works with business criteria and also technical. And even artistic; always keep un mind that the business has to be profitable, but that the wine is also culture. It's art.

The Consultancy is the result of the Institutional Collaboration Agreement signed between 'Equipo Team', the company directed by Isabel Mijares and the WGI with the main objective of promoting the Culture of Wine with principles of quality, sustainability, respect for traditions and optimization of resources thanks to technologies and innovation. One of the best formulas to achieve this is to promote the creation of responsible and profitable companies that develop their products with exemplariness.

The Agreement was signed in June 2018 by Isabel Mijares and José Manuel Iglesias (Secretary-General of the WGI), and was endorsed by Enrique Fernández as Chief Operating Officer (COO) on behalf of Equipo Team and Luis Tesón as COO of the WGI.

In addition to the creation of *StarWine LAB*, it was agreed to carry out different actions and activities that promote knowledge about the so-called 'gastronomic fact', gastronomy as well as the cultural interest of peoples and people, and the importance of gastronomy and its social, cultural, economic and health values. As a sign of identity and as a real index of human development. As a tourist resource and as a source of healthy life. Especially in this case in the fields of Viticulture, Distillates, Zimology, Sumilería and various traditional Alcoholic Beverages.

Among the activities already programmed in the Collaboration are the implementation of different actions in the educational field within the context of the "WGI Educational Gastronomy Program" with implementation in at least three continents, the launch of an international campaign to promote wines and wineries , and the active participation of Isabel Mijares and Enrique Fernández in the publications edited by the WGI

M^a Isabel Mijares, known as "The Woman of Wine", is an oenologist, chemistry and writer recognized as one of the most influential personalities in the world in the Wine Sector. Pioneer, she was the first woman President of a Designation of Origin and first woman to appear on the list of the hundred best oenologists in the world. He has obtained multiple recognitions such as the "Premio Cervantes" of Gastronomy or the Commend Agrarian Merit (Government of Spain). She holds several executive and honorary positions in numerous Organizations, highlighting her role as Special Advisor in the United Nations or being the International Vice President of FIJEV.

The World Gastronomy Institute (WGI) is a transnational institution with international presence and Consultative Status recognized by the Department of Economic and Social Affairs of the United Nations Organization, whose main objective is the dissemination of gastronomic culture in the world, through actions educational and promotional, as well as advising Public Administrations (Local, Regional, National and Supranational Governments), Organizations, Educational Entities, Universities, Associations and Companies, besides acting with their own initiatives or in cooperation with other Institutions. www.worldgastronomy.org

Para más Información:
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Do you want to be the Owner of your Wine Company in your region?

StarWine LAB is a consultancy specialized in business related to wine. We are experts in new wineries and in helping companies that could work better. We work with business criteria and also technical. And even artistic; we can never forget that the business has to be profitable, but that the wine is also culture. It's art.

We provide everything so you can set up your own Winery and Vineyards. We will accompany you from the first day until your wines are in the market .

We offer you a specialized advice for the start-up of your new enterprise of wine making, adapting to your possibilities and peculiarities. We approach from the project to the implementation. Anywhere in the world.

Wine is a business in constant growth whose production and demand increases every year, and in more places. It is the beverage that accompanies the meals of millions of people and the most outstanding in social gatherings. As a wine grower you have assured interest in your product.

The wine has an ancestral trajectory and empirical knowledge that has been transmitted for generations. *StarWine LAB* manages to unite tradition with the latest in technologic innovation, to maintain high quality by increasing production and profits.

We have a rigorous international team and the inestimable technical support of Equipo-Team - led by the famous oenologist Isabel Mijares- and the World Gastronomy Institute, a recognized transnational institution. We will work with you to start the warehouse, the facilities and technical machinery, including the packaging.



Our technicians will advise you on all the details, from choosing the right land for the vineyards to the selection of the varieties of grapes to be cultivated. If you wish, with us you can visit some of the best wineries in the world to learn from their example and experience.

Our Oenologists and Winemakers will take care of the winemaker's design and process of your wines and derived products. Qualified experts will participate in the selection and training of your staff of vitivincultural food production. And our communication specialists will create the image of your brand and prepare a marketing plan, define your target audience and create the necessary strategies to achieve it.



The minimum investment necessary for this profitable business is only from three hundred thousand euros and depending on the dimensioning and perspectives can reach what you want. *StarWine LAB* brings the knowledge, know-how and experience. You must contribute your investment, enthusiasm and desire to succeed. A great opportunity for smart businessmen, expanding companies and investors with vision.



More information in starwine.lab@gmail.com