

# EDETÀRIA

## TERRA ALTA



Edetària is named after “Via Edetana”, a former via romana that stretched between Tortosa and Zaragoza. In doing so, we aim to pay homage to the Mediterranean culture we belong to, where wine has always been at its chore. Edetans already lived in Terra Alta before Romanization, and left archaeological remains such as Coll del Moro, the oldest winemaking site in Catalunya.



Joan Àngel Lliberia, Edetària’s heart and soul, started Edetària’s adventure after studying Agricultural Engineering studies in Lleida and taking a Master of Science in Wine Management at OIV (Office International de la Vigne et du vin); his first wine management professional steps took place in several wine companies in France; then he moved back to Catalunya, where he continued his career in the wine sector and later on multinational corporations. It was his childhood lived amongst a universe of vineyards, grapes, cellars and his passion for wine what called him back to his origins to set up Edetària. A dream come true, a homage to his grandfather Llorens -oenologist- and his parents Pepita and Angel -viticulturers-, making true terroir wines out of his family vineyards in a genuine style.

Edetària is located in Gandesa, in the central area of Terra Alta. Local economy is based on agriculture, almonds and olive oil, being viticulture and wine industries its main activity. Nowadays Terra Alta is the second largest vineyard in Catalunya, on top of that 1/3 of Garnatxa blanca worldwide is grown here, surely a declaration of will.

Edetària is currently working alongside the Catalan Institute of Wine for an experimental vineyard irrigation project at Finca la Serra d’Edetària for efficient use of irrigation in vineyards for quality grapes production. As well as a dedication to saving indigenous grape phenotypes: Vitis Navarra. Massal selection and multiplication of Terra Alta Garnatxa blanca, Garnatxa fina, Garnatxa peluda and Carinyena phenotypes.



*“The more you know about wine, the more you’ll want to know about us.”*

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