

# ORO ~ Brand Story

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*Long before its production, the concept of Oro began in our vineyards. With hard work and a passion for learning their craft, brothers Larry and Ken Lanza have achieved the gold standard in our vineyards.*

*We think of ourselves as "winegrowers," believing that rootstock and state-of-the-art growing practices are significant in our award-winning varietals. From the first sip of this sophisticated red wine, it's clear that this is the culmination of years of knowledge and experience both in the vineyard and cellar.*

*Oro—The gold standard from vineyard to glass*