Huarpe Riglos, Traditional Argentine Wine Brand, Enters Brazil to Compete in the Premium Market

Argentine winery partners with SetWines and plans to sell 150,000 bottles in the country over the next three Years.

São Paulo, October 1, 2026 – Huarpe Riglos Family Wines, a traditional winery from Mendoza, Argentina, is officially beginning a new phase of its international expansion with its entry into the Brazilian market. The project calls for sales of 150,000 bottles over the next three years, focusing on positioning the brand in the premium segment and developing both B2C and B2B sales channels.

For its operations in Brazil, the winery has partnered with SetWines, a wine importer based in São Paulo. The strategy includes developing an e-commerce platform for end consumers while expanding the brand's presence among restaurants, specialty retailers, distributors, and other business partners.

The launch comes at a time of growth in the imported wine market. According to Brazil's Ministry of Agriculture, wine imports increased by 32.77% between 2020 and 2025, reaching US$560.7 million, while imported volume totaled 165.6 million liters, representing growth of 8.38%. During the same period, the average price per imported liter rose from US$2.76 to US$3.28, an increase of 18.84%.

According to Ricardo Lisseri, Huarpe Riglos' commercial representative in Brazil, the Brazilian market offers strong opportunities for wines with a distinctive identity and premium positioning:

"The Brazilian market has shown significant progress in its appreciation for quality, origin, and differentiated experiences. We believe there is a very attractive opportunity for wines with a compelling story, recognized terroirs, and limited production. That is precisely the space where we intend to position Huarpe Riglos in Brazil, bringing Brazilian consumers closer to the identity and quality of Mendoza wines."

"Brazil represents a strategic step in our winery's international expansion. Together with SetWines, we aim to build a long-term presence and introduce Brazilian consumers to the excellence and diversity of the terroirs of Gualtallary and Agrelo," said Patricio Hernández Toso, Commercial Director of Huarpe Riglos and a member of the founding family.

Debut at ProWine and Award-Winning Portfolio

Huarpe Riglos' official introduction to the Brazilian market will take place during ProWine São Paulo 2026, held from October 6 to 8 in São Paulo. The winery will be featured at the SetWines booth with a delegation led by partner and winemaker José Hernández

Toso, alongside Patricio Hernández Toso, Commercial Director and member of the founding family, and Ricardo Lisseri, the brand's representative in Brazil.

One of the highlights of the portfolio is Riglos Gran Cabernet Sauvignon 2022, produced from a Single Vineyard in Gualtallary, Valle de Uco, which received 95 points in the Descorchados Guide 2026.

The portfolio presented in Brazil also includes the acclaimed Riglos Gran Corte, Riglos Gran Malbec, the iconic Guayquil El Elegido, and Zamia Extra Brut sparkling wine. The selection arrives in the country backed by recognition from international wine critics, including 94 points for the Riglos line in British Master of Wine Tim Atkin's 2026 Report, as well as a history of international awards, including Wine of the Year recognition from the American magazine Wine Enthusiast.

Tradition, Terroir, and Sustainability

Under the leadership of winemaker José Hernández Toso, who represents the fourth generation of a family dedicated to winemaking and received training in Germany and Italy, Huarpe Riglos combines family tradition, technical expertise, and the identity of two of Mendoza's most important terroirs: Agrelo and Gualtallary.

The winery is also committed to sustainable practices. Huarpe Riglos has achieved Level 4 certification under the Bodegas de Argentina Sustainability Protocol and currently operates with 78% of its energy supplied by solar power.

Through its strategic partnership with SetWines, Huarpe Riglos is launching its commercial operations in Brazil with the goal of establishing a strong presence in the premium wine segment, expanding Brazilian consumers' access to its flagship labels, and creating new opportunities to engage with restaurants, specialty retailers, distributors, and business partners.

About Huarpe Riglos Family Wines

Huarpe Riglos Family Wines is an Argentine winery located in Mendoza, with production centered on the terroirs of Agrelo and Gualtallary. The winery combines family tradition, winemaking expertise, and a carefully selected vineyard portfolio dedicated to producing wines of exceptional quality and distinctive character.

About SetWines

SetWines is a wine importer based in São Paulo, responsible for the commercialization and development of the Huarpe Riglos portfolio in the Brazilian market.