



Guarachi Family Wines

The Guarachi family, like most Chilean families, believe wine is not only an important part of a meal – wine is a way of life.

Since the 16th Century , Chile has been producing exquisite, fine wine from European grapes brought over by the Spanish. As the oldest of the “New World” wine regions, Chile has a culture rich in a long, proud history of artisan winemaking. In his “Ode to Wine,” famed Chilean poet, Pablo Neruda, romanticized wine by writing: “but you are more than love,/ the fiery kiss,/ the heat of fire,/ more than the wine of life; /you are/ the community of man.” The Chilean people have indeed built a “community of man” around their tradition of wine and so has Alex Guarachi.

When Alex came to the United States in the 1970s, he noticed that Chilean wine was not available. He vowed to change this and was one of the first importers to introduce South American wine to the American public. Twenty-five years of serving as the founder and president of TGIC Importers- the leading American importer of South American wine - Alex Guarachi decided bring the passion and spirit of his own cultural experience to your dinner table. Today, the Guarachi Family introduces you to the finest from their hearts and their homeland in California.

After a quarter century of tasting, judging and assisting in the production of wines for other wineries, Alex finally realized a lifelong dream of producing his own wines with the inaugural bottling of three Guarachi Family Wines: Cabernet Sauvignon, Pinot Noir and Chardonnay. These bold, rich and stylish bottles come from prominent vineyards and appellations in Sonoma and Napa counties. The wines were created with the help of one of Alex’s close friends: internationally-renowned winemaker, Paul Hobbs.

