



Pagos de Familia Vega Tolosa

Abstract of the case

PAGOS DE FAMILIA VEGA TOLOSA is a small family business dedicated to the production of organic wines with Protected Denomination Origin "Manchuela" and eno-tourism. The Tolosa family has another agrarian company that is dedicated to the certified ecological cultivation of grapevines, cereals and legumes. Both activities are complementary because agrarian company provides grapes for the winery. The antecedents go back to 1905, with the winery of the great-great-grandfather of the family. The winery goes from generation to generation, until reaching the brothers Juan Miguel and Emilio José. They decide to promote the business based on the preservation of a variety of indigenous red grape (bobal) and the introduction of organic crops, which allows them a high differentiation. Other of the main characteristics of their wines is that they have been adapted to please new and younger consumers, who demand wines which suit their tastes more closely. Recently they have incorporated eno-tourism with guided tours, wine casts, celebration of events and cuisine service with typical local dishes. They have been integrated into several specialized tourism networks. The activity is growing rapidly, the business has a very good positioning in the area. The Tolosa family participates actively in the business. The two brothers, Juan Miguel and Emilio José, are co-owners, together with their father. Brothers' wives work in administrative positions. One of the younger successors has been involved in the new line of business. Family is preparing the succession on the next generation. A strong entrepreneurial spirit is the most important strength of this family business.

Key words: organic wine, eno-tourism, differentiation, integrated family

This case was prepared by Juan J. Jiménez and Gabriela Lagos, from UCLM (Spain),, as a partial output of the Artisan Project. The case has to be intended as the basis for class discussion, rather than to illustrate an effective or ineffective handling of an administrative situation.

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