



## Carlos Pulenta

*Proprietor, Bodega Vistalba*

*Managing Director, Alejandro Bulgheroni Estates*

Originally from Ancona, Italy, the Pulenta family settled in Mendoza, Argentina in 1901. Since that time they have devoted their lives to the art of making wine. Carlos Pulenta is the oldest son of Don Antonio Pulenta, one of the founders of Bodega Peñaflor, which endured for more than 80 years. Much to his delight, Carlos' four children and nine grandchildren continue the legacy of the Pulenta family in the Argentine wine industry.

Growing up in a family devoted to the land and craft of winemaking, Carlos' childhood memories are dominated by playing amongst the vines and helping in the production of the family winery. These fond experiences provided Carlos extensive knowledge of all aspects of vineyard and winery management, fueled by a deep seeded love for wine reinforced by generations of family involvement.

In 2003, he launched a very personal project – Bodega Vistalba. This boutique winery is located in the Argentinean sub region of Vistalba in Lujan de Cuyo and is dedicated to his philosophy of producing wines with a marked identity and personality. The wines are all estate-grown, the winery employs the gravity-feed process, and the viticulturists and winemaker working closely in tandem to ensure optimum quality.



*Carlos and six of his grandchildren.*

Carlos is an integral part of Argentina's wine history. He started his career at Peñaflor and Trapiche at a very young age helping with the development and expansion of the company abroad. He followed this by living in the United States to work at Vinos Argentinos, a company that laid the groundwork for the rise of Argentine wine abroad. Today, Carlos is an energetic ambassador of Argentine business interests and acts as the Honorary Consul in Mendoza, representing Finland, the Netherlands and the United Kingdom. In his leisure time, he enjoys motorcycle trips with the infamous group "The Piyus" that take him to the far-flung corners of the world.

Currently, he is the Managing Director of Alejandro Bulgheroni Estates, with oversight to Viticulture, Winemaking, Sales, and Marketing, in addition to Proprietor of Vistalba. This position provides a unique combination of his own wine philosophy and ambition to take the best expressions of wine varietals from around the world to consumers across the globe.

