

MERINO

Rene Merino

Owner, Merino

Rene credits his wife for helping him discover his passion for creating amazing wines. Many years ago his wife gave him as a present a tasting course with one of the leading experts in Chile. He realized there was much more to wine than just drinking it. Later, when he was studying for his MBA, one of his fellow students asked what he would like to do in the future. His answer, out of the blue, was to have a winery. He soon discovered a farm that he had already invested in would be ideal for planting vines. The experts at the time were sure the quality was going to be excellent. A couple of weeks after that discovery he began the winery and never looked back.



Rene is an unusual winery owner – he is a surgeon by trade who also received an MBA. When he realized he was going to dedicate his life to wine, he received a Diploma in Viticulture and Winemaking at the Pontificia Universidad Católica de Chile, where he is currently a professor now.

Rene served two terms as the President of Wines of Chile, from 2007-2011.

“Good winemaking is showing your wine the place where you come from - a sense of belonging in every sip. To me this is terroir. Be true to your terroir and respect it. I want them to see the Limari in the glass. To feel it and enjoy it every day, all the time. “

Rene has many passions, especially photography. He is a keen golfer and avid skier.

