

PICTOGRAMA

At Vinícola Pictograma, wine is understood through observation, craftsmanship, and sensory experience. More than a winery, Pictograma is a center dedicated to the study, preservation, and expression of Grenache, where viticulture, architecture, and landscape come together to create meaningful wine experiences.

Set among estate vineyards, Mediterranean gardens, and contemporary architecture, every visit offers an opportunity to explore how terroir, climate, biodiversity, and time shape each wine. Every bottle served reflects the work carried out in our vineyards and winery, together with our commitment to sharing wine with authenticity and care.

Whether through comparative tastings, vineyard walks, or thoughtfully curated pairings, each experience invites guests to deepen their understanding of Baja California's wine-growing regions while enjoying the beauty of our estate.

Welcome to Pictograma.

Daniel Arriaga | Head Sommelier

BANYAN TREE
veya
VALLE DE
GUADALUPE



Prices include taxes*

Specialized Tastings

1. FOUNDATIONS OF WINE TASTING

\$1,200 PESOS

Develop the essential skills of professional wine tasting by exploring the visual, aromatic, and palate characteristics of wine. Guided by our sommelier, you'll learn structured tasting techniques while enjoying a curated flight of five wines: one sparkling, one white, one rosé, and two red wines.

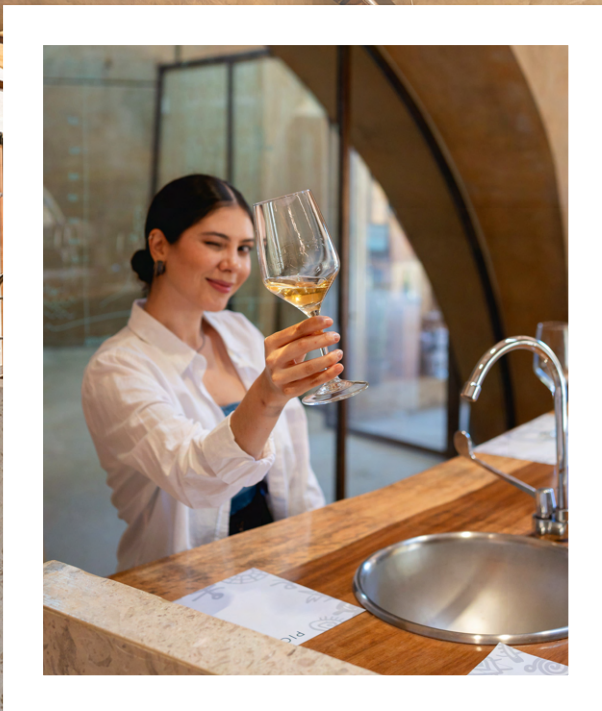
An ideal introduction for curious beginners as well as wine enthusiasts looking to refine their tasting abilities.

2. GRENACHE A TRAVÉS DE BAJA CALIFORNIA – CATA HORIZONTAL

\$1,200 PESOS

Explore how a single grape variety expresses itself across Baja California's diverse wine-growing regions. Guided by our sommelier, you'll taste five Grenache-based red wines, each originating from a different vineyard site, revealing how climate, soils, altitude, and local conditions shape the personality of each wine.

Perfect for guests interested in understanding terroir through one variety.



Prices include taxes*

3. VERTICAL TASTING

\$1,500 PESOS

Experience the evolution of wine through a guided vertical tasting featuring four vintages from one or two of our estate vineyards. Compare how vintage conditions, bottle aging, and site expression influence the wine's complexity, balance, and character over time.

An exceptional experience for those wishing to understand the influence of time on fine wines.

4. MEDITERRANEAN TERROIR EXPERIENCE

\$1,500 PESOS

Explore the Mediterranean identity of our estate through a guided walk across our botanical garden and vineyards. Learn about the ampelography of our grape varieties, the native flora that contributes to our ecosystem, and the unique relationship between biodiversity and viticulture.

The experience concludes with a guided tasting of five wines, each thoughtfully paired with monofloral honeys that reveal the intimate connection between landscape, terroir, and flavor.

Ideal for guests seeking an immersive journey into wine, nature, and place.



Prices include taxes*

Olive Tree Garden Tastings

Enjoy an outdoor tasting beneath our iconic olive tree, surrounded by the tranquility of our vineyards, Mediterranean gardens, and contemporary architecture. A relaxed setting created to celebrate wine, nature, and memorable moments.

1. FIVE EXPRESSIONS OF GRENACHE \$850 PESOS

Experience the extraordinary versatility of Grenache through five distinctive wines crafted from this remarkable variety: one sparkling, one white, one rosé, and two red wines.

Guided by our sommelier, you'll discover how a single grape can express an impressive range of styles, aromas, textures, and flavors.

2. GRENACHE & CACAO IN CONTRAST \$950 PESOS

Experience the same curated tasting of five Grenache wines—one sparkling, one white, one rosé, and two red wines—paired with four selections of artisanal chocolate.

Guided by our sommelier, explore how different cacao profiles transform the perception of each wine, creating unexpected contrasts and harmonious flavor combinations in a distinctive sensory experience.

