

VARA: A Legacy of Sparkling Excellence

VARA is more than a sparkling wine brand—it's a tribute to history, innovation, and craftsmanship. Rooted in New Mexico, the birthplace of North American winemaking, VARA's story stretches back to 1629, when Spanish settlers planted the first mission grapes for sacramental use. This historic grape remains at the heart of VARA's winemaking, where centuries-old traditions meet modern techniques to create sparkling wines of exceptional character and depth.

Masters of sparkling wine

Laurent Gruet, founder of Gruet in the U.S., is at the heart of American sparkling wine and VARA's sparkling wine legacy. Growing up in a winemaking family in France, he brings generations of expertise, blending artistry and precision to craft wines that honor his family's deep-rooted traditions while driving the next evolution of excellence. With an unyielding passion for quality and innovation, Laurent continues to push the boundaries of what's possible in American sparkling wine.



A heritage of craftsmanship and innovation

VARA's sparkling wines stand out for their perfect balance of crisp acidity, bright fruit, and elegant bubbles. The winemaking process, which includes traditional methods of fermentation and aging, reflects a commitment to both time-honored techniques and modern innovative processes. With each bottle, VARA connects the past to what lies ahead, offering a taste of New Mexico's winemaking heritage with a contemporary twist.

But VARA isn't just about honoring tradition—it's about shaping the future of sparkling wine. With relentless passion and a drive for innovation, VARA continues to take bold strides in crafting exceptional sparkling wines that push the boundaries of what's possible.

In a world of mass-produced wines, VARA stands as a testament to craftsmanship, authenticity, and tradition. With every sip, VARA invites you to experience the legacy of North American winemaking, beautifully captured in a bottle of sparkling excellence.