

ROCABELLA

MYKONOS

The Person Behind the Label

An experience dedicated to the people of Greek wine

Behind every bottle of wine, there isn't just a product. There is a person, a landscape, a philosophy. "The Person Behind the Label" is an event created to bring into focus all those who work with passion long before the wine reaches our glass. At the heart of this experience are the viticulturists, oenologists, and producers — the people who dedicate their lives to cultivating the vine and crafting wines with character, quality, and identity.

Each evening is an opportunity for guests to meet a Greek winemaker, taste their wines, and hear the stories behind the label — stories that begin in the vineyard and evolve in the winery, culminating in the bottle. The spotlight is on viticultural philosophy, the terroir of each region, indigenous Greek grape varieties, and the role of oenologists who study, guide, and refine the wine at every stage.

In recent years, Greece has experienced a dynamic renaissance in winemaking. New and established producers are investing in the country's terroir, highlighting rare and historic grape varieties such as Assyrtiko, Xinomavro, Agiorgitiko, Malagousia, Robola, and Limnio. With the valuable contribution of oenological science, the Greek vineyard is transforming into one of the most fascinating in the Mediterranean, gaining recognition both nationally and internationally.

Through this experience, guests don't just get to know a wine — they meet its creator. The person behind the label. And they come to understand that wine is not just a pleasure of the moment, but a living dialogue between land, people, and time.