

# Vino y Vida

## Wine as sensory dissidence

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*Interview by Arael Gómez Tello  
with Natalia López, founder of  
Cava Garambullo*

**Arael:** Natalia, we live in times where the industry feeds on trends as if they were airport snacks: fast, standardized, and forgettable. But you insist on something different that resonates more deeply. How do you understand this other movement, which is more organic, perhaps more contradictory?

**Natalia López:** In a world in an infinite cycle, changing and pulsating between trends, the human creative axis that values diversity and the plurality of sensory patterns that convey territorial information to us has always known how to sustain itself over time and be influential.

**AGT:** Of course, I always try to mention that it's not just about fashion or taste; it's a way of being in the world, of smelling it, of drinking it. And that "being in the world" seems to be leaning towards the natural. Is it really a revolution or just another label that will end up on generic shelves?

**NL:** The increase in the consumption of natural wines is not a fad that follows an isolated trend. It is a clear indicator of what we as humanity are valuing in these times, what stimuli nourish our life experience, and where the difference lies.

**AGT:** Let's talk about the word "curation." A word that gastronomy usurped from art. Today it's on menus, playlists, pop-up galleries... What does it mean to curate wines from the perspective of a winemaker who rejects homogeneity?

**NL:** For years, the word curation has been adopted in the world of gastronomy. There has always been an effort to select wine lists for restaurants. It is the basis of the sommelier's work: to generate a selection of wines that go well with the gastronomic offering, and that combine not only in terms of taste, but also conceptually. Today, any restaurant that conceptually seeks diversity and originality anchored in the origin of things finds resonance with natural wine producers. There are styles, nuances, offerings, and personalities to refine and select.

**AGT:** So, curating is choosing with awareness and context. And here comes the uncomfortable part. What no one wants to answer: how do we name what escapes naming? How do we classify something that, by definition, shuns classification?

**NL:** In a human experience that requires us to group things together in order to simplify and name them, natural wine poses a challenge of integrating concepts. How do we name and group together what does not converge, what seeks to create from non-homogenization, what seeks its own identity within a collective?

**AGT:** The natural, then, is not a closed category. It is a porous boundary that forces you to listen, to try without prejudice, to let yourself be affected. Perhaps the only possible label is "sensory dissent." Because more than a style of wine, it is a way of resisting the standardization of taste. Thank you, Natalia, for sustaining complexity without needing to translate it.

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