

RAMÓN BILBAO BEGINS HIS 'JOURNEY' WITH NEW SONG BY ARTIST POL 3.14



Madrid, 24th March 2022 - Few brands are as inspiring as Ramón Bilbao, whose founder was known for his restless spirit and passion to fulfill his dreams. What started as one man's successful career has gone on to help countless people embark on their own journey, with a continued legacy in constant motion, and which has consolidated itself as one of the 50 most admired brands in the world according to the prestigious Drinks International magazine.

What is a journey? Many years ago, Ramón Bilbao asked himself the same question, and his conclusion was that a journey is more than just moving from one place to another. A journey can be writing a novel, composing a song or combining flavors that transport us to new experiences. A journey always goes that much further, and many of them have shared a common starting point: a bottle of Ramón Bilbao wine being opened. Surely he would have liked to see just how many unforgettable moments have and will be created with the opening of one of his wines.

'EL VIAJE COMIENZA AQUÍ' de POL 3.14

Pol 3.14's new single *'The Journey Starts Here'*, is inspired precisely by all of those journeys and the experience that begins with the opening of a bottle. *'I can feel it, the journey starts here. There's a new road lighting up my destiny'*, says Pol 3.14 in his song, a declaration of new intentions regarding life's many journeys, projects and adventures.

The new single, which was launched on 20th March, is now available across all digital platforms. Since the start of his career in 2010, the artist from Madrid has had numerous hits, becoming one of Spain's most influential musicians. The new song is available via a direct link in his Instagram bio.



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It's a musical journey you won't forget!

Ramón Bilbao Marketing Team

