

High Rollers

Larry Olmsted



A SERIOUS SPIN: Gray & Co. offers extremely high-end bespoke trips in Argentina, with smooth pavement and stunning red-rock landscapes.

ARGENTINA

ARGENTINE WINE COUNTRY WITH GRAY & CO.

The highest of the high-end bike tour outfitters, Gray & Co. takes a different tact with its operations and philosophy, offering only completely custom bespoke trips, with no catalogs or scheduled departures. Its clientele includes A-list international entertainers, CEOs of Forbes 400 and Fortune 1000 companies, and at least one frequent repeat cycling billionaire. Since its customers have done most of the obvious destinations, the focus is on finding the best-quality riding in terms of roads and scenery in less explored areas from South Africa to New Zealand to Canada and Europe. But founder Cari Gray loves South America and frequently takes clients to Chile and Argentina. She is especially enamored with the Argentine wine country around Mendoza in the west and the Valle Calchaqui in the northwest, noting that, "The smooth pavement and ever-evolving, stunning red rock landscapes of the Quebrada de las Conchas valley between Salta and Cafayate make it one of the best roadbike rides in South America — if not the world." Gray & Co. trips operate on a "no margin for error" philosophy that puts guest satisfaction above all else, with an unusually high guide- and driver-to-client ratio, dedicated mechanics, premium carbon bikes, and a truly white-glove touch. Custom itineraries start around \$1,500 per person per day. grayandco.ca