



**RIOJA**

**WINE TOURISM KIT**  
QUALIFIED DESIGNATION  
OF ORIGIN RIOJA



# Content





## THAT'S RIOJA

### Travel 100 kilometers of contrasts

**D**iscover a land where wine will guide your experience. Because in Rioja, **we live by and for wine.** Wine articulates our culture, our relationships... wine has drawn our landscape and shaped our buildings and our villages, dotting them with incredible contrasts.

**Thanks to wine, in our towns, tradition and avant-garde, history and innovation go hand in hand;** authentic temples of modern architecture are erected among wineries and centuries-old cellars, and large firms coexist with the enthusiasm and passion of small family projects. Staying in Rioja, one can get lost in the countryside and plunge into the hustle and bustle of

our large towns and cities in the blink of an eye.

**Rioja is local gastronomy, bars full of pinchos, as well as haute cuisine.**

Rioja is a landscape of pure contrast from the basins of the Ebro River and its tributaries, to the slopes and peaks of our mountains. The sun caresses our grapes, but as night falls, we cover ourselves with a warm blanket to sleep. Whether you are a wine expert or just a wine lover; whether you are traveling with your partner, family, or friends, **there is a Rioja winery for you...** wineries where you will discover incredible wines, as well as ride a hot air balloon, watch movies, listen to music, or do yoga.

And as you explore 100 kilometers of contrasts, you are sure to find hospitality anywhere you go. **We are the first wine tourism destination in Spain,** and in addition to having an open, cheerful, and festive character, we have spent years developing high service standards.





# RIOJA ESSENTIALS

## 1. Unique first-class wineries

In Rioja, **more than 200 wineries open their doors to the public** to share the feeling of pride in a wine culture that unites the entire region.

Contemporary architecture, centuries-old family wineries surrounded by vineyards or mountains, flanked by a river, historical

cellars with unique attractions (on the Camino de Santiago, with hermitages, with works of art...) and much much more, the authentic cathedrals of wine full of surprises to visitors in Rioja offering **unique wine tourism experiences**, combining wine, gastronomy, art, culture, learning, and fun.

If you want to experience Rioja in an authentic way and discover its contrasts, we recommend **visiting at least 3 wineries** of different types during your trip. Use our **Winery Finder** to plan your next adventure.

[Check the wineries here](#)





## 2. Charming wine-producing villages

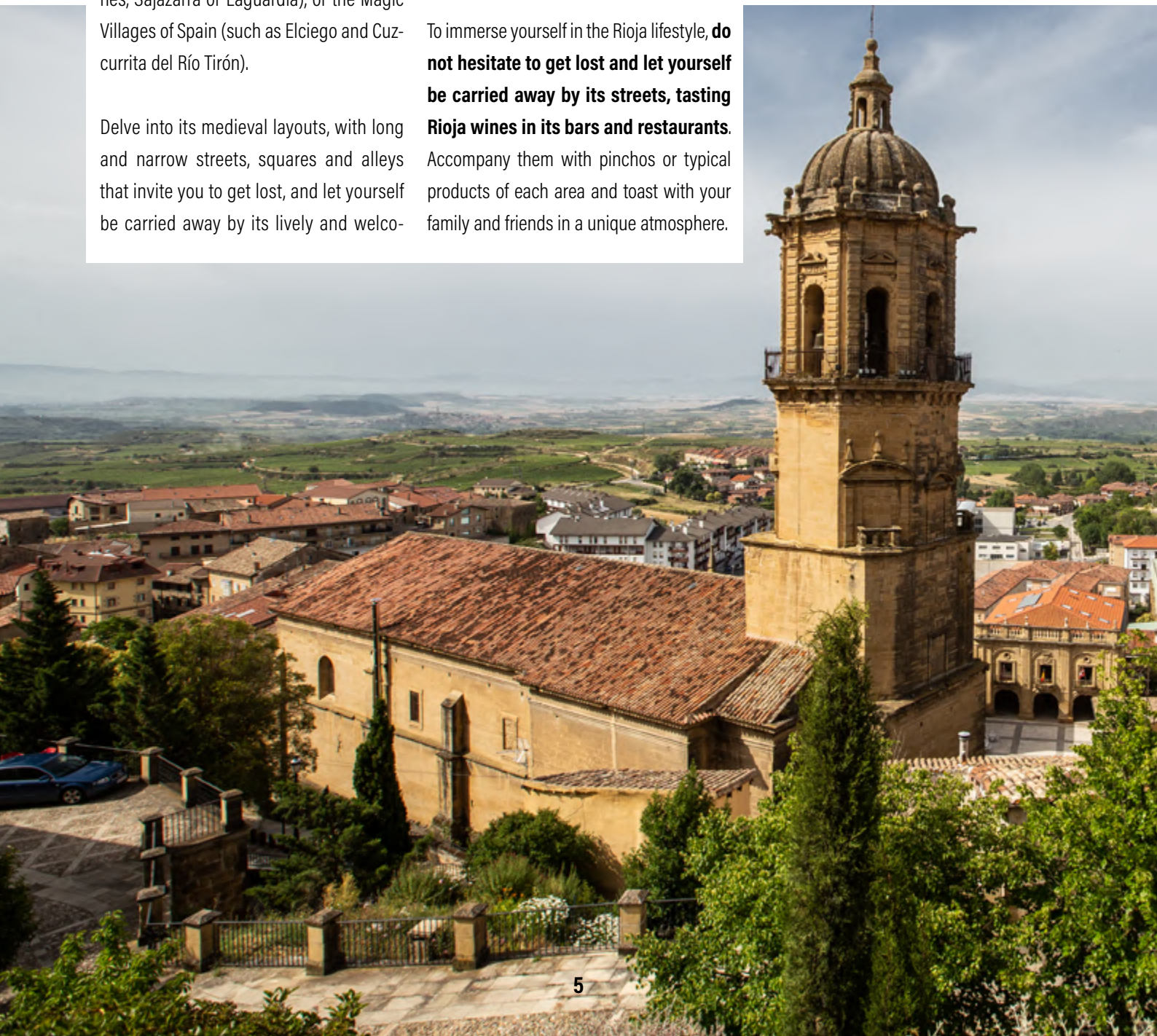
Laguardia, Haro, Briones, Briñas, Sajazarra, Cuzcurrita, San Vicente de la Sonsierra, Santo Domingo de la Calzada, Alfaro, Arnedo, Calahorra, Quel, Elciego, Labastida, Nájera, Viana, Mendavia... **In Rioja, you will find picturesque wine-producing villages with a unique charm and history.** Some of these rank among the Most Beautiful Villages of Spain (such as Briones, Sajazarra or Laguardia), or the Magic Villages of Spain (such as Elciego and Cuzcurrita del Río Tirón).

Delve into its medieval layouts, with long and narrow streets, squares and alleys that invite you to get lost, and let yourself be carried away by its lively and welco-

ming atmosphere. Explore its rich heritage, from medieval buildings, such as castles, towers or walls, to palaces, churches, and even archaeological remains such as dolmens or cave wine presses. Enjoy gastronomic and handicraft products in its local stores and mingle with the locals: **Rioja is known for the hospitality of its people.**

To immerse yourself in the Rioja lifestyle, **do not hesitate to get lost and let yourself be carried away by its streets, tasting Rioja wines in its bars and restaurants.** Accompany them with pinchos or typical products of each area and toast with your family and friends in a unique atmosphere.

Some of wine-producing villages rank among the Most Beautiful Villages of Spain





### 3. Vineyard experiences

The cultural landscape of wine is the perfect setting for enjoying Rioja wine. An outdoor space, with a beauty nowhere else to be found the world, which offers **a wide range of leisure possibilities for all tastes throughout the year.**

In Rioja, you can live exciting and authentic experiences among vineyards, such as workshops, treasure hunts, horseback riding, cycling or flying over them in a balloon, where you will get to observe the vineyard from another point of view and collect unforgetta-

ble postcards in your memory. Another great experience you simply cannot miss out on if you visit Rioja is to have **a meal or lunch among the vineyards, near the "guardaviñas"** (stone-walled vineyard huts), with typical products of the region paired with the best typical Rioja wines.

In addition, if you visit Rioja during harvest time, you will get to live the unique experience of participating in the the harvest chores, another great must-have activity.



### 4. Logroño and its culture

Logroño, capital of La Rioja, hides many charming corners and holds more history than it counts.

At the same time dynamic and calm, **the capital has been welcoming visitors and pilgrims since its origins.** Its old

town, with a historical and architectural heritage that is worth uncovering, is reflected in the waters of the Ebro River, which bathes the city, making an impressive postcard. Logroño, or "cruce de caminos (crossroads), as a popular song says, stands out for its wine culture, which has its greatest

exponent in the old wine cellars and in the surroundings of Calle Laurel and Calle San Juan, internationally known wine and tapas area of the city. The capital surroundings also hosts 8 wineries open to the public, with recreational and cultural activities offered throughout the year.



## 5. Haro and the Train Station Neighborhood

Haro is a wine-producing city known world-wide for its wine and its famous Barrio de la Estación, **the largest concentration of century-old wineries in the world**. A unique space that perfectly represents the essence of this region, without which existence the history of Rioja that began to take shape in the second half of the 19th century, cannot be understood, with the old Haro railroad station standing as its central axis. A visit to the Barrio de la Estación offers an authentic walk through the origins of Rioja.

Moreover, Haro is much more than wine: culture, landscape, gastronomy... For this reason, **it is worth touring its old town, declared an Asset of Cultural Interest**, contemplate its many churches and palaces, and, of course, enjoy the best of its gastronomy in the Herradura area.

The "Barrio de la Estación" brings together the largest concentration of century-old wineries in the world





## 6. Wine Trails and Wine Routes

The **Wine Trails and Wine Routes** are paths where you can immerse yourself in the heart of Rioja. These trails delve into the spectacular landscape of Rioja vineyards, allowing you to explore and enjoy it in an authentic, healthy, and sustainable way.

These trails run through the surroundings of numerous wine-producing villages in Rioja and their layout allows visitors to enjoy valuable resources. Natural in character, since in addition to vineyards, many of them run through pine forests, riverbanks, or unique corners where nature shines in all its splendor. It is also worth mentioning its cultural and historical character, finding trails that



pass through bridges or Roman roads and visit castles, fortresses, dolmens, wine presses, vineyard guards, ichnites, and huts...

With different routes, lengths and features to choose from, the tranquility and beauty of the route are assured.



## 7. Gastronomic streets

**Tapas and pinchos are a gastronomic and social tradition rooted deeply into Riojan culture.** These present an ideal way to taste a wide variety of flavors of a cuisine that crosses borders, in a casual and relaxed atmosphere. Undoubtedly, the best settings to enjoy the unique atmosphere of tapas in the company of a glass of Rioja are the gastronomic streets of Rioja municipalities.

To speak of Logroño is to speak inevitably of **Calle Laurel and Calle San Juan, which are quintessential pinchos areas.** This

emblematic zone in the Rioja capital is renowned worldwide for its excellent food and wine. You will find hundreds of bars with "miniature" gastronomic specialties that will make you live a unique experience in the best of environments.

Also worthy of special mention are **the Heradura area in Haro as well as the historic center of Laguardia.** Both gastronomic areas will offer you countless options to taste Rioja in every bite and sip.



## 8. Wine Museums

Located in Briones, the **Vivanco Museum of Wine Culture** is a unique place in the world that allows visitors to delve into the culture of Rioja in a fun and entertaining way for all audiences.

Learn while having fun in over 4,000 m<sup>2</sup> divided into different spaces: its permanent exhibition, where you can discover the history and future of wine, from vessels or presses with centuries of history to great works of art (by artists such as Picasso, Sorolla, Juan Gris, Chillida, Barceló, Genovés, etc.), audiovisuals, temporary exhibitions, or the spectacular Bacchus Garden, a whole ampelographic space in homage to the vineyard with more than 220 varieties of grapes from across the world.

Another great option to learn about the world of wine is the **Villa Lucia Wine Center in Laguardia**, an innovative space with a dynamic tour focused on the history and rituals of wine fusing craftsmanship with state-of-the-art technologies. Its strength is a 4D sensory experience dedicated to the heritage, tradition, and culture of Rioja Alavesa.

In Vivanco and Villa Lucía you can get to know the wine culture through numerous activities





## 9. Historic winery districts

Faithful witnesses of our history, centuries ago, wineries were built in Rioja, dug into the rock, like caves, for the production and storage of wine, the fruit of our land. Over the years, the establishment of cooperatives in the villages gave rise to a different way of making and storing wine, and over the years, this type of winery gradually lost its former importance.

In many villages in Rioja you can take a journey into the past through the "Historic Winery Districts"

However, some groups of buildings have survived to the present day, giving rise to what we know today as "**Historic Winery Districts**". These wine tourism resources are unique in the world, offering visitors to **take a journey into the past** and learn about the history of Rioja in its earlier times.

Some of the best options for getting to know a historic Rioja winery district are the winery districts of Quel, Cenicero, Rodezno, Cuzcurrita, Labastida, and Laguardia.





## 10. The exquisite Rioja gastronomy

**Rioja is a paradise to enjoy wine and gastronomy.** A gastronomy with its own personality, based on the highest-quality local products. Traditional but constantly evolving, it invites you to **savor the culture, history, and landscape of this unique region.**

From "patatas a la riojana" (potatoes with chorizo) or chuletillas al sarmiento (grilled

lamb chops) to the miniature gastronomy of the pinchos, going through original avant-garde creations using the state-of-the-art cooking techniques.

The gastronomy of Rioja is varied and can be enjoyed in many different ways: in traditional restaurants, in Michelin-starred restaurants, in wineries, in our legendary tapas bars, or in the renowned tapas streets of our villages.



## 11. Parties and events

Throughout the year, **you will find festivals or events dedicated to wine in every corner of Rioja.** Taking part in one of them is a unique and authentic experience that will allow you to connect with the essence of our region and its people.

Some of the major wine festivals are the **Haro Wine Battle, held in June, or the festivals held during**

**the grape harvest** (at the end of September), true spectacles of exaltation of the product that bestows its identity upon Rioja. The Rioja Alavesa Grape Harvest Festival and the Logroño Wine Festival, coinciding with the San Mateo Festival, stand out in this respect.

Throughout the year, there are also other more recent events such as "La Cata del Barrio de

la Estación" (The Train Station District Tasting), "En-torno a la mesa" (Around the Table), or the "Otoño de Sabores" (Autumn of Flavors). In these, we commonly find our famous wines, markets of artisan products, pinchos contests, as well as many other attractions that, together with wine and gastronomy as big-show highlights, bring the Rioja food and wine culture to perfection.







## 12. Historical wine heritage

Rioja is full of traces of history, chronicles of a region that has lived by and for wine for thousands of years, and **today proudly reflects its heritage, which speaks of viticulture and winemaking in the past.**

In this line, places and monuments such as the **Cueva de los Cien Pilares, in Arnedo**, stand out for their uniqueness. It is a complex and spectacular network of caves, standing as a perfect example of cave architecture. It was excavated under the Cerro de San Miguel in the Middle Ages as a refuge and hiding place.

However, the caves have had numerous and varied uses as dwellings, stables, cellars, and even religious sites.

It is also worth mentioning the different types of winemaking resources dotting the unique landscape of Rioja vineyards and surprising those who walk through it and offering post-cards full of charm and history. This is the case of the **cave wine presses**, yielding an idea of how wine was made in the Middle Ages, **the huts, or the vineyard guards.**

## 13. Nature in its purest form

In its area, Rioja hides landscapes and corners that could well be found in an entire continent. The influences of the Mediterranean and Atlantic climates that converge in the region offer a great variety and contrasts between **unique landscapes to enjoy throughout the year.**

The **seas of vineyards, the hallmark of Rioja**, and the birthplace of the wines

that have consolidated the region as one of the most renowned wine regions in the world, are surrounded by a natural environment one will enjoy getting lost in.

**Mountain ranges where rocks and valleys meet**, giving rise to ideal scenery for nature tourism lovers and acting as the best backdrop for Rioja landscapes, such as the Sierra de Toloño, the Obarenes Mountains,

the Sierra de Moncalvillo, or the Sierra de la Hez.

There are also **numerous rivers in Rioja that irrigate the region and act as another authentic destination**, with banks featuring characteristic flora grows and which offer especially attractive paths spearheaded by water routes.





## 14. Rioja, cradle of the Spanish language

To speak of wine culture in Rioja is to speak of the many monasteries that were built in the Middle Ages in the region valleys, today converted into true jewels of our heritage, buildings that treasure history, culture, legends, religion, as well as wine within their walls. Centuries ago, a deep relationship between wine and language was forged in these monasteries.

Specifically, **the Monasteries of Yuso and Suso, in San Millán de la Cogolla (La Rioja)** are home to the first wri-

**ten vestiges of Spanish**, dating back to the 11th century, in which wine is already mentioned. It is in the Monastery of Yuso where Gonzalo de Berceo, the first medieval poet, lived as a monk and contributed to the development of the language that is spoken today by nearly 600 million people across the world.



Still hungry for more?

Discover all the corners of Rioja following some of the plans we propose.







# PLANS: long weekend or getaway



It is always a good time to take a trip to Rioja, to delve into the wine culture of a region that lives by and for wine, and enjoy a few days of its many wine tourism proposals.

There is no time to lose. Make the most of your trip to Rioja with this plan that we offer.



## DAY 1




### First stop: a family winery

Take on your getaway by visiting one of the more than 200 family wineries open to the public in Rioja.

Learn about the exciting world of wine as you get to know the owners and the history of several generations of wine growers who have viticulture in their ancestry.

Wine tastings, pairings with local products, vineyard activities as well as many other unforgettable experiences are in store for you.

Find your winery using our [search engine](#) 

Take on your getaway by visiting one of the more than 200 family wineries





## A traditional meal to savor Rioja

Following a morning of learning in our wineries, feel free to recharge your batteries with **an authentic Riojan menu in a traditional restaurant.**

Delight yourself with dishes such as Rioja-style potatoes, vegetable stew, vine shoot chops, or Rioja-style cod. To enhance your gastronomic experience even more, don't forget to pair them with an exquisite Rioja.

## Laguardia, one of the most beautiful villages in Spain

In the afternoon, you are encouraged to head towards Rioja Alavesa and **immerse yourself in one of the region's charming towns**, such as Laguardia, recognized as one of the Most Beautiful

Villages in Spain. Its narrow and elongated streets, squares and alleys surrounded by an imposing medieval wall of the XII-XIII century, have preserved its historical atmosphere intact. Take advantage of

the day to explore the surrounding area, where fields of vineyards are interspersed with archaeological remains such as the Hoya site and numerous dolmens, which bear witness to its rich history





## Poteo and Rioja in a medieval setting

Finally, you are invited to **explore the charming old town of Laguardia by night**, where medieval, Renaissance, Baroque, and neoclassical buildings are illuminated, all creating a magical atmosphere.

Enjoy the lively atmosphere of the "poteo" (bar hopping), taste a Rioja wine, and savor the delicious local gastronomy in the pintxo bars in the company of the local people that are always welcoming and hospitable.

Stay in a hotel, rural house or agritourism in Laguardia, or its surroundings. You can also stay in wineries and get yourself fully immersed in the Rioja experience.





## DAY 2



## Haro train station district, the golden mile of Rioja

On your second day in the region, we propose a complete plan in Rioja Alta.

In the morning, you can visit a unique place in the world: **Haro's Barrio de la Estación**. Known as the golden mile of

Rioja, this area is home to the largest number of century-old wineries in the world.

You are sure to admire wineries that have preserved their traditional architectu-

ral style, while others have opted for avant-garde trends. You can visit some of them or simply go to their wine bars to enjoy a wine tasting in these, internationally recognized for the quality of their wines.





## Haro, much more than just wine

Haro, a wine city par excellence, has a lot to offer.

It is worth touring its old town, declared of Cultural Interest, contemplate its many churches and palaces, discover its historic urban cellar, from the early nineteenth century, and, of course, enjoy the best of its gastronomy in the area of La Herradura: the vegetable stew, potatoes with chorizo, stuffed peppers, "embuchados" (lamb trip meatballs) or "chuletillas al sarmiento" (grilled lamb chops) are some of the dishes you can not miss out on during your visit to the city



## A learning wine experience

In the afternoon, we propose a wine tourism experience that is both fun and educational. Delve into the culture of Rioja by visiting the **Vivanco Museum of Wine Culture** in Briones. It is a unique space in

the world, with more than 4,000 m<sup>2</sup>, composed of collections, audiovisuals, works of art, and the Bacchus Garden, an outdoor ampelographic space that pays homage to the vineyard with over 220 grape varieties

from across the world.

After a day full of wine, gastronomy and culture, feel free to stay in **Logroño**, where you can find a wide range of options.





## DAY 3



## Logroño: wine, gastronomy and heritage

On your last morning in the region, be sure to discover **Logroño, the capital of La Rioja**. Bathed by the Ebro River, Logroño stands out for its wine cellars, the wine culture that permeates its streets and gastronomy, as well as for its old town, or the Camino de Santiago.

Logroño offers a diversity of experiences as you walk through its streets and explore its heritage. If you have time left, you can visit one of the wineries near the city center.





## Tapas in Laurel street and San Juan street

For dining, feel free to **enjoy the gastronomic essence of the city in its tapas areas:** Laurel Street and San Juan Street, known by the locals as "Senda de los Elefantes" (Elephant Walk).

Numerous bars offer the most varied and succulent pinchos, made with the best products in the area. Accompany them with your favorite Rioja and enjoy them in the company of your loved ones.



## Fun in the vineyards

To bid farewell to your Rioja getaway, be sure to live **a wine tourism experience among vineyards** in Rioja Oriental.

Discover the landscape with a ride through the vineyards on horseback, by bike or

in a hot air balloon. Learn all the mysteries of the vineyard from real experts in viticulture and complete your experience enjoying a **meal in this enviable natural environment:** a "guardaviñas" (stone-walled vineyard hut), in the vineyard itself, on a

terrace or porch... A **picnic or lunch with local products** (sausages and cheeses, vegetables, homemade bread...) paired with the best Rioja wines is the ideal option to complete a rounded experience in the Rioja vineyards.





# PLANS: one week or more



**R**ioja offers a host of **unique experiences that will fill your visit to the region with adventures**, making it an unforgettable memory. Below, we propose a **weekly plan to discover the most characteristic and unique corners of Rioja**.



You are invited to discover Laguardia, one of the Most Beautiful Villages in Spain

## DAY 1



### Laguardia, history, and wine

Your adventure begins in **Rioja Alavesa**. The wealth of this wine region deserves at least a couple of days to visit it. We recommend staying in Laguardia, Elciego, or Labastida, which offer a variety of accommodations, including hotels in wineries and rural options among vineyards to ensure an authentic wine tourism experience.

On the first day, you are invited to discover **Laguardia**, one of the Most Beautiful Villages in Spain, with its undisturbed medieval atmosphere, cobblestone streets, and a 12th-13th-century wall.

Explore the surrounding countryside with vineyards dotted with archaeological remains and enjoy hiking trails with scenic and historical appeal. Discover the historic center with buildings of different architectural styles and taste the **Basque-Riojan gastronomy** in local establishments. Be sure not to miss out on the **Villa Lucía Wine Theme Center**, where you will live a 4D wine tourism experience and learn about the history and rituals of wine in Rioja Alavesa in a fun and educational way through the innovative Wine Museum.



## DAY 2



## Avant-garde architecture and tradition

On the second day in Rioja Alavesa, you will visit **Elciego, one of the Magical Villages of Spain**. We recommend taking a pleasant stroll through its charming old town, where you can discover different stately homes, palaces, and its Plaza Mayor, before reaching an essential stop: the **Wine City of Marqués de Riscal**.

The iconic avant-garde building designed by Frank O. Gehry is one of the main attractions of the Marqués de Riscal Wine City in Rioja.

Explore its surroundings, visit the winery, and enjoy some wine tasting. In addition, during your stay in the City of Wine, you can enjoy a **wide range of gastronomic offerings** that combine the traditional cuisine of the region with avant-garde proposals, advised by the Riojan chef Francis Paniego.

In the afternoon, feel free to explore the emblematic village of Labastida in Rioja Alavesa, known for its nature, history, gastronomy, and wine culture. Visit the subway cellars,

stroll through its **medieval old town**, and admire the stately homes, palaces, churches, and hermitages. Discover the murals that adorn the buildings, combining the modern with the traditional and highlighting the wine culture. Don't miss on the **"lagar rupestre" (ancient wine cave and press)** from the Middle Ages, which reveals part of the history of Rioja wine. Finally, be sure to enjoy the lively nightlife in the bars, delighting yourself with the delicious local gastronomy accompanied by a glass of Rioja.





## DAY 3



## Haro and its Train Station District

Starting from your third day in Rioja, you will delve into **Rioja Alta**. To explore the heart of La Rioja, we recommend staying in the Haro or Logroño area.

You can start by discovering Haro, one of the most outstanding wine-producing towns in the DOCa.

During the morning, you are invited to visit the **Barrio de la Estación in Haro**, the

golden mile of Rioja. This will be a journey through the history of Rioja full of combinations of avant-garde architecture with traditional styles. Stopping at the century wineries and enjoying the wine bars is a must. In addition, dining there offers a high-quality enogastronomic experience with local products and the best wines from their collections.

To complete your stay in Haro, be sure to

visit the old town, declared a Historic-Monumental Site, and discover its rich cultural, historical, scenic, and gastronomic offerings. In addition to its churches and palaces, you can visit its historic urban winery and enjoy the **delicious gastronomy of the Herradura area**. Do not miss on dishes such as vegetable stew, potatoes with chorizo, stuffed peppers, "embuchados" (pork tripe meatballs) or "chuletilas al sarmiento" (grilled lamb chops).





## DAY 4



## Logroño, capital of La Rioja

During this day we propose you to discover **Logroño, the capital of La Rioja**. Bathed by the Ebro River, this city stands out for its wine cellars, the wine culture that permeates its streets and gastronomy, but also for its old town or the Camino de Santiago.

In the morning, feel free to stroll through the **old town** and marvel at its heritage, such as the Co-cathedral of Santa María La Redonda, the Church of San Bartolomé, and the Iron Bridge.

Spend your afternoon visiting **one of the wineries near the city center**. These offer a host of wine tourism experiences, from guided tours with tastings and local appetizers to paired menus of haute cuisine. On special dates, you can enjoy cultural activities such as Suená Verano, summer cinemas, and MUWI, spearheaded by wine and gastronomy.

For lunch or dinner, you can **enjoy the gastronomic essence** of the city in its

tapas areas: Calle Laurel and Calle San Juan. In its numerous bars, you will find varied and succulent pinchos, made with the best local products. We recommend accompanying them with your favorite Rioja wine.

Another option is to indulge in dining in one of the **3 Michelin-Star restaurants** in town offering extraordinary dishes that reinvent Riojan cuisine with avant-garde techniques.





## DAY 5



## Learning and history in the heart of Rioja Alta

Spend part of the day in Rioja Alta enjoying a fun and interactive learning experience at the **Vivanco Museum of Wine Culture** in Briones.

This unique space in the world has a permanent exhibition where you can discover the history and future of wine, as well as enjoy audiovisuals, temporary exhibitions, and the spectacular Bacchus Garden, an ampelographic space that pays tribute to the vineyard featuring over 220 grape varieties all across the world.


After this experience, it is time to discover **Briones**, the municipality where this

unique museum is located. This town, forming part of the Most Beautiful Villages of Spain and has been declared a Historic-Artistic Site, features a charming medieval urban fabric and numerous buildings of interest, such as the Ermita del Cristo, palaces, towers, and ancestral homes. In its historic center, you can enjoy the **traditional cuisine of the area**, such as "patatas a la riojana" (patatas with chorizo) or "chuletillas al sarmiento" (grilled lamb chops).

If you still have time, we encourage you to travel to **Sajazarra**, which is only 20 kilometers away. This picturesque for-

tified village, recognized as one of the Most Beautiful Villages in Spain, has a 15th-century castle that is a must-see tourist destination. Strolling among its narrow medieval streets, you can discover the works of contemporary art that are part of its museum and are scattered throughout the village.

To end your day, whether in Briones or Sajazarra, we suggest you immerse yourself in the **atmosphere of tapas in its historic centers** and have a glass of Rioja with the locals.



Spend part of the day in Rioja Alta enjoying a fun and interactive learning experience at the Vivanco Museum of Wine Culture in Briones



## DAY 6



## Eastern Rioja, orchards, and vineyards

On your next morning in Rioja, you are invited to discover the third and last wine region of the DOCa: **Rioja Oriental**. Calahorra, Alfaro, and Arnedo offer a wide selection of accommodations for lodging.

During your first morning in Rioja Oriental, you will get to know one of the most outstanding gastronomic destinations in the region: **Calahorra**. This city is famous for the high quality of its vegetables, the big-

show highlights of Riojan gastronomy. The city hosts events, markets, and even **hiking trails** called "Senderos de la Verdura" (Vegetable Trails). There is nothing better than visiting its **Vegetable Museum** to immerse yourself in this culture.

And from vegetables, we went back to wine! A stop in **Aldeanueva de Ebro**, known as the "vineyard capital of Eastern Rioja" is a must-see spot. Explore its wine culture

through **wine tourism experiences in the town's wineries**. Horseback riding, cycling, or hot air ballooning are some of the options to enjoy the scenery and have a picnic or lunch in the vineyard.

To round off the day, there is nothing better than to see firsthand why vegetables from Rioja Oriental are so famous, **tasting exquisite dishes or avant-garde pintxos** based on seasonal products and vegetables.

Calahorra is famous for the high quality of its vegetables





## DAY 7



## Trip to Rioja's past in Arnedo and Quel

On the last day, **you are encouraged to travel back in time to Rioja Oriental and explore its wine culture** over the centuries in **Arnedo and Quel**.

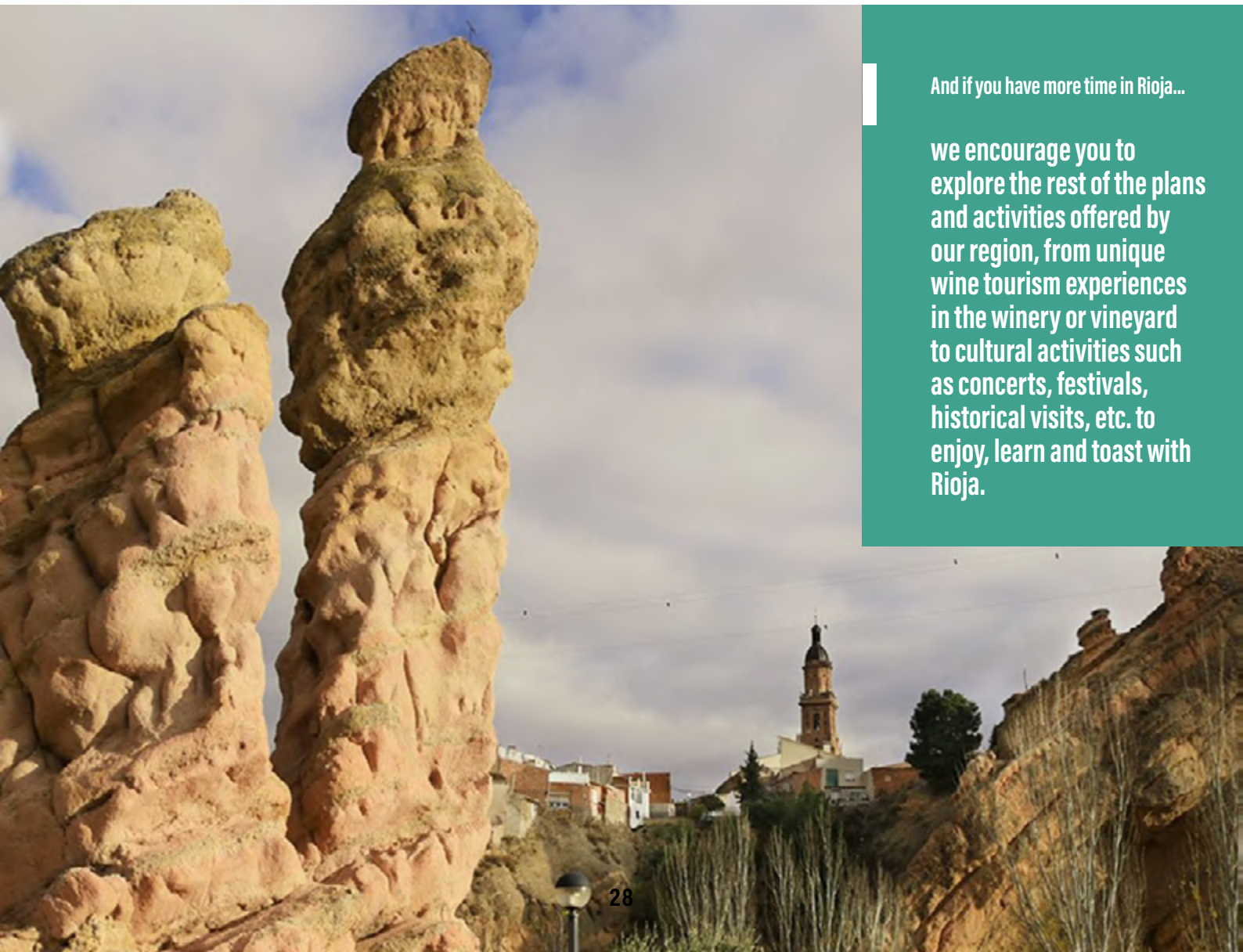
On your first stop in Arnedo, you can visit its 9th-century castle, the Church of Santo Tomás, the Church of Santa Eulalia, and baroque palace houses, all forming part of its rich **historical and patrimonial heritage**.

After that, be sure to enjoy a unique experience in the **"Cueva de los Cien Pilares"** (Cave of the Hundred Pillars), an impressive complex of caves excavated in the Middle Ages. After that, you can enjoy a gastronomic variety in Calle Libertad, where you will find delicious **"pinchos" (tapas) and "banderillas" (skewers)** made with seasonal vegetables and the best oil in the area, all accompanied by Rioja wine.

We suggest you conclude your trip in the **Historic Quarter of Bodegas de Quel**, the finishing touch to get to know our wine culture. This district is home to more than two hundred galleries carved into the rock, forming a complex network of galleries at different levels, which were used for wine production and storage.

And if you have more time in Rioja...

**we encourage you to explore the rest of the plans and activities offered by our region, from unique wine tourism experiences in the winery or vineyard to cultural activities such as concerts, festivals, historical visits, etc. to enjoy, learn and toast with Rioja.**





## PLANS: in family



**T**raveling as a family is part of our culture. These trips leave lasting memories, especially

when they are exciting and full of experiences. **In Rioja, families are welcome and there are numerous wine**

**tourism proposals** that allow children to learn about and enjoy the world of wine.

### Wineries with family wine tourism

Explore Rioja with your family by visiting wineries that **offer wine tourism activities for all ages.**

You can make interactive and dynamic visits to the wineries to learn about the winemaking process, participate in grape treading festivals (in season), get lost in the subway labyrinth that make up the winery cellars, do grape tasting, live experiences among vineyards, take part in bottle decoration and aroma workshops to test your senses or wine treasure hunts, which will make you work as a team to solve the clues.

Explore Rioja with your family by visiting wineries that offer wine tourism activities for all ages.







## Fun in the vineyards

Rioja is a unique space with countless outdoor leisure options throughout the year, an **ideal option to enjoy with the family.**

You will be able **to go through some of the Wine Trails** by bicycle, on horseback, by canoe, or even in a hot air balloon. An

unforgettable experience from the highest point, where you can contemplate Rioja in all its splendor.

Finish the morning in a vineyard accompanied by **a picnic or lunch with local products in this unsurpassed natural**

**environment.** A vineyard or a picnic area in the vineyard are ideal options for sharing a good meal with the family.

We recommend you book some of these experiences with specialized activity companies in our region.

## Finger-licking good Rioja gastronomy

In Rioja, **we serve our excellent wines with quality gastronomy.** Dishes such as "patatas a la riojana" (potatoes with chorizo) or "caparrones con sus sacramentos" (red kidney beans accompanied with chorizo, morcilla, etc.), meats like "chuletillas al sarmiento" (grilled lamb chops), fish such as "bacalao a la riojana" (cod with tomato and red pepper sauce) or vegetables such as artichokes and cauliflowers are representative of our region.

**Our gastronomy is marked by its variety,** whether through menus in traditional restaurants, pinchos and tapas in bars or creative proposals in avant-garde restaurants.

However, if you really want to live an authentic food and wine experience in Rioja, we recommend having lunch or dinner in a winery. Many of them have restaurants that offer cuisine based on the best local and seasonal products, with children's menus so that children can also enjoy our gastronomy.







## The villages of Rioja, an authentic journey through time

The region is full of **medieval buildings**, especially fortifications that reflect the importance of the territory in the Middle Ages. In particular, Rioja Alta is home to **nume-**

**rous castles and fortresses in a perfect state of preservation** that will take you on a journey through time. This lively story will captivate adults and children alike.

Some of the most emblematic and best preserved castles in the region are those of Sajazarra, Briones, and San Vicente de la Sonsierra.

## Didactic Wine Museums

Live **an immersive experience in the world of Rioja with a family visit to one of the region's wine museums.**

**The Vivanco Museum of Wine Culture in Briones** is a unique space dedicated to wine culture. With more than 4,000 m<sup>2</sup> and its impressive Bacchus Garden, it offers a dynamic tour with audiovisuals,

workshops, and experiences for children.

**The Villa Lucia Wine Thematic Center in Laguardia** is an innovative museum that combines craftsmanship and state-of-the-art technologies to transmit the wine history and rituals. The tour culminates with a spectacular 4D audiovisual projection starring Vinfo, a friendly wine elf, who presents

the heritage, tradition, and culture of Rioja Alavesa.

In Aldeanueva de Ebro, you will find **the Rioja Baja Wine Museum**. Located in the Hermitage of Nuestra Señora del Portal, it has didactic wine-themed panels dedicated to wine, its origins in Aldeanueva, wine tasting, varieties, grape harvest, winemaking, and aging...



## Harvesting in Rioja

If your family trip to Rioja falls on the dates (late September-early October), be sure to get yourself immersed in our wine culture by enjoying **one of the most awaited and celebrated dates in our land: the grape harvest.**

Many wineries offer **experiences in which the whole family can participate**, picking and selecting the best bunches

of grapes, treading the grapes, participating in the making of their own wine...

Our municipalities dress up in their best clothes to celebrate wine and grape harvesting festivities everyone is invited to. Speaking of which, we suggest visiting the Logroño Grape Harvest Festival or the Rioja Alavesa Grape Harvest Festival.



## An unforgettable family photo

Memorize your family trip to Rioja in some of the best and most iconic locations of our region: wineries, architectural or historical resources, charming villages and vineyards, or better yet, with the autumn colors.

The **viewpoints that can be found throughout Rioja** offer outstanding views of the wine landscape. Visit some of them

and delight for a while with their views to complete your visit with a beautiful snapshot.

In Rioja Alta, we highlight the viewpoint of Villaverde, located in the Najerilla Valley. Other options with an incredible backdrop are the Mirador del Rollo in Briñas, the Mirador de Briones, or the Mirador de la Ermita de San Felices de Bilibio, in Haro.

In Rioja Oriental, you can enjoy the spectacular views of the Cidaco Valley from the Arnedo Castle viewpoint. In Rioja Alavesa, we recommend visiting the Balcón de Rioja Alavesa, with stunning views of Rioja Alavesa and Rioja Alta.

Some wineries also have viewpoints and unique spaces to make the best postcards.





# PLANS: with friends or a partner



**R**ioja is the **perfect destination to enjoy with your friends.** If you are thinking of making a getaway with them, these are some of the plans you can find in the region.



[Check the wineries here](#)



## Enjoying contrasts in the Rioja wineries

Rioja is marked **by its uniqueness and diversity.** The DOCa hosts over 200 wineries open to the public to transmit the innate passion for wine.

No two wineries are alike, and neither are the thousands of wine tourism experiences they offer. **Discovering and enjoying its contrasts** is one of the greatest pastimes

of our region, which cannot be found in any other wine tourism destination in the world.

We suggest **visiting different types of wineries** to discover the peculiarities of each one of them: **a centenary winery**, to learn about its centuries of history, **a family winery**, to delve into the way the winemaking tradition has been passed down from

generation to generation, or **a winery with avant-garde architecture**, which will leave even the most fanatical fans of the latest architectural trends speechless.

Using [our wineries search engine](#), you can find all of them by type and several options to enjoy in group.





## A feast with a paired menu in a wine cellar

**Rioja gastronomy** is one of the pillars of our tradition, as well one of the things we are proudest of. **Pairing a traditional Rioja menu with the best wines from the DOPa** is a real pleasure for the senses, which tastes much better when shared with friends.

Many of the **wineries** open to the public have restaurants **offering cuisine based on the best local and seasonal products**. A cuisine that, paired with the best wines from his collection, becomes a true gastronomic spectacle.

We encourage you to **book a group lunch or dinner** in these wineries to enjoy typical local dishes such as Rioja-style potatoes, vine shoot chops, caparrones with their sacraments, vegetable stew, Rioja-style cod, and much much more, in the best of environments.

## Share an exciting vineyard experience

One of the most enjoyable and memorable wine tourism activities are the **walks through the vineyards** that bathe the region. A more leisurely and pleasant walk or bike ride will get you to observe the colors and peculiarities of the vineyard up close as a guide reveals the secrets of this infinite landscape. For the more daring, one option is to tour the Rioja vineyard landscape by segway, buggy, or even balloon,

adding a bit of adrenaline to this exciting experience.

If your group trip to Rioja coincides with the grape harvest season, we encourage you to **take part in the grape harvest** in a winery. We assure you an exciting and educational experience, where you will end up with stained feet and a full heart.





## Let yourself get captivated by the tapas atmosphere of our villages

Tapas are a gastronomic and social tradition rooted deeply in Riojan culture. **Let yourself be carried away by the atmosphere in the streets and gastronomic areas of our villages** on your getaway with friends to Rioja, and taste the best of the gastronomy made with the best products of the area .

Tapas, or poteo, as it is known in Rioja Alavesa, is the ideal way to **get to know our traditions and customs in an authentic way**. We recommend completing your visit by taking a pub crawl, drinking a glass of local wine, and sharing a bar with the people of Rioja.



## Relax with a wine therapy session



In Rioja, you can discover the **therapeutic benefits and cosmetic properties of grapes** and their derivatives through **wine therapy**, a practice that fuses the technique of massage with the external application of wine.

The natural treatments that you can enjoy in the **wine spas** extend **multiple health benefits** such as delaying cellular aging, toning the skin, improving blood circulation, etc. Above all, wine therapy treatments provide an **exquisite feeling of relaxation**. Music, aromas, natural cosmetics... a wine therapy session is one of the most original ways to **complete your Rioja experience for all five senses**.



## Unleash your imagination with a wine workshop or wine-themed game

Fun, learning, and a bit of healthy competition are guaranteed in the **workshops and wine-themed games** that you will find in Rioja.

There are several **creative workshops** in which you can let your imagination run wild to **decorate wine bottles** or other objects derived from the wine-making process, as well as other didactic workshops that will test your senses, such as **aroma workshops** or **blind wine tasting sessions**.

Other wineries offer **cooking workshops** in which you will learn how to use local products and how to pair them with the best DOCa Rioja wines.

And if you're looking for a bit of competition, the best option is a **treasure hunt!** Follow the clues scattered outdoors and/or inside the winery to solve the final mystery and win the prize that will recognize you as the winner.



## Take a group photo to capture the memories of your trip

After the trip, you simply won't miss **a snapshot in one of the best and most iconic locations of Rioja in your gallery**.

One of the best options for this are the **viewpoints** that can be found throughout Rioja, which offer **unbeatable views of the cultural wine landscape**.

In Rioja Alta, we highlight the Villaverde viewpoint, located in the Najerilla Valley, which offers one of the best panoramic views of Rioja. Other settings include the Mirador del Rollo in Briñas, the Mirador de Briones, or the Mirador de la Ermita de San Felices de Bilibio, located in Haro. In Rioja Oriental, you can see the spectacular Cidaco Valley from

the Arnedo Castle Viewpoint. We recommend visiting the Balcony of Rioja Alavesa, boasting its stunning views of Rioja Alavesa and Rioja Alta.

Some wineries also feature viewpoints and unique spaces to get **the best postcards of your trip with friends to Rioja**.



# PLANS: Meetings, Incentives, Conferences and Exhibitions (MICE)



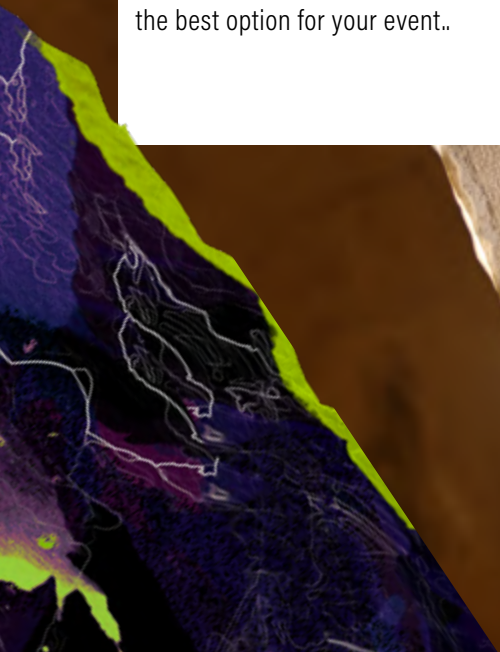
Companies and event organizers are looking for unique, sustainable, and authentic destinations that offer original and quality infrastructure and services. Rioja is an ideal destination for MICE tourism, where wine, gastronomy, heritage, and nature go hand in hand to ensure the success of any event.

The wineries have consolidated their commitment to MICE tourism by offering the best facilities to host any event and offering numerous proposals in which leisure and business go together in perfection. Its teams work side by side with the client to host all types of meetings, events and incentives, with the wine culture acting as a magnificent backdrop.

Here are the reasons why you should get to know Rioja from a corporate perspective.

In our [winery search engine](#) you will find the best option for your event..

[Check the wineries here](#)





## Different venues for creative events

Every day, those **spaces offering an added value** that surprises the attendees are getting more and more sought after. Rioja offers a wide range of **unique spaces** to celebrate your events.

The heart of Rioja is its **wineries**, and many of them feature multifunctional rooms and spaces with different capacities, all fitted with the necessary audiovisual equipment

to hold all kinds of professional meetings, perform wine experiences, as well as a multitude of leisure activities. From **historic wineries** to iconic **avant-garde works of architecture**, from **family wineries** to **wineries among vineyards**, many of which follow the **château aesthetic** and bring forth beautiful buildings surrounded by an exceptional landscape, ideal for bringing your events to nature.

The immense **landscape of Rioja vineyards is one of the most authentic and unique places to celebrate your event**, a landscape that changes its tones with the seasons of the year from which to contemplate a beautiful sunset or share an excellent meal.







## Events that support biodiversity, culture, and social development

Companies are getting increasingly concerned about the **sustainability of the destinations** in which they hold their events and trips. In the DOCa Rioja, we apply the latest and most innovative infrastructures and equipment, yet we also stand out by **our commitment** to our landscape and biodiversity, to our terroir, to our people, and to our centuries-old culture.

Many **wineries are committed** to organic or biodynamic forms of agriculture, far from

chemical elements, rationalizing viticulture and progressively freeing nature, and, consequently, their wines from chemical traces.

**Likewise, vineyards and wine present an essential element of social and cultural sustainability.**

Companies that choose to hold their events in wine tourism venues are actively contributing to the maintenance of a way of life and lifestyle that would otherwise get gradually

lost. In addition, many of the Rioja wineries that offer spaces for events are also involved in **keeping alive the architectural and cultural heritage of the region.**

Arranging a MICE event in Rioja means **supporting the culture of the farming communities** in our region and contributing to the maintenance of biodiversity.



## An authentic and leisurely pastime

Faced with the technological overload and stress of our daily lives, the **wineries and vineyards of Rioja** are the **perfect places to work, meet, and celebrate an incentive or a team building activity** that recharges your team with energy and inner life.

Getting together in Rioja is to **experience our culture up close**, get to know our people, and participate in our lifestyle. The wine and the vineyard will bring you closer to the Rioja way of life, allowing you to live an **authentic experience** that will bring you an emotional approach, which

transcends the physical aspect to be filled with connotations that reach out to people. You will break the routine, disconnect, and encourage creativity and growth in your team.

## Thousands of memorable wine tourism experiences

Rioja offers visitors to take on a wide variety of **special and unique activities related to wine and its culture**, with the help of the best professionals, which will make your event a success that will be remembered by everyone.

One of the best options to enjoy Rioja in a group is to take a **walk through its vineyard landscape**. The wineries offer options for all kinds of tastes, from walking or biking tours to fun Segway, horseback, or hot air balloon rides. Joining one of the activities that the wineries propose in the vineyard throughout the year will allow you to **learn about the annual cycles of the vineyard** and therefore the landscapes and their values: winter, time of inner regeneration; spring, notes of flowering; summers of exaltation and care, autumns of grape harvest, a truly spectacular amalgamation of colors.

A **lunch** with local products in a typical **vineyard** or a picnic in a **picnic area in the middle of the vineyard**, was-

hed down with the best Rioja wines, is a wonderful option that combines wine and gastronomy in a relaxed atmosphere.





## The best decisions are made with wine

Enjoying a glass of good wine while closing **negotiations** or discussing major aspects of company business helps to create a relaxed atmosphere in decision-making gets much easier.

Enjoying the gastronomy of Rioja with a traditional **paired menu** is a great option to end your event down at a good table. "Patatas a la riojana" (potatoes with chorizo), "chuletilas al sarmiento" (grilled lamb chops), vegetable

stews, cheeses, and cold cuts or "bacalao a la riojana" (cod with tomato and red pepper sauce) are just some of the succulent and delicious dishes that will delight all your guests and complete an unforgettable experience. And if you choose to taste a traditional or innovative tasting menu in one of the many **wineries** in the region that offer high-quality cuisine, we assure you that your event in Rioja will prove a success.

Enjoying the gastronomy of Rioja with a traditional paired menu is a great option to end your event down at a good table





## Exceptional communications

Rioja offers an **excellent reception infrastructure**. International **air communications** can be made mainly through Bilbao airport. A one-hour transfer will take us to Rioja Alavesa or Haro, in Rioja

Alta. Logroño is an hour and a half's drive from Bilbao airport.

**Access via the AVE high-speed train** from Zaragoza Delicias will take us to the

wineries of Rioja Oriental in just over an hour. Madrid offers direct connections to Logroño Agoncillo airport. From Madrid, Barcelona or Bilbao, road connections can be made mainly by highway.

## A differential lodging infrastructure

Rioja and its surroundings have two cities that heavily involved in organizing congresses: Vitoria and Logroño, which offer a **good hotel infrastructure**, as well as **professionals and experts in MICE management**.

The accommodation offer in the rest of Rioja is complemented by numerous distinctive medium and high-profile hotels, such as the one designed by Frank Gehry in Elciego. There are also numerous wine-themed establishments located in the

main towns, some of which are located in Rioja wineries, so that immersion in wine culture is assured.





## WINERIES

### More than 200 wineries open their doors to wine tourism in the DOPa Rioja

**R**ioja is home to **nearly 200 wineries** that welcome any visitor who wants to enjoy and delve into the **Rioja wine tourism experience**.

These include **major brands, family-owned wineries, modern avant-garde architectural projects**, and even **some of the best wineries in the world**. Wineries that are very different from each other but could be grouped into:

- ❖ **Wineries with contemporary architecture:** avant-garde wineries that have become regional icons, designed by the best architects in the world to combine the fundamental activity of wine production and aging with tourist, cultural, and social activities. These include Marqués de Riscal, Ysios, Beronia Baigorri, Viña Real, Campo Viejo, Ramon Bilbao, Marques de Teran, Roda or Lanzaga.
- ❖ **Wineries surrounded by vineyards:** wineries surrounded by vineyards in the heart of the Rioja wine region. Focused on the chateau philosophy, where tradition and nature merge to offer you unique experiences in the exciting vineyard landscape of Rioja. Marqués de Murrieta, Contino, Finca La Emperatriz, Finca Valpiedra, Campillo, El Ternerero, David Moreno, Pujanza, Viñedos de Paganos, are just some of the examples that can be found in the DOPa.
- ❖ **Ancient wineries:** with a long tradition and prestige, they were designed and conceived solely and exclusively to produce the finest wines. The recent commitment to wine tourism has made its values and history known, which exceeds 100 years, constituting some of the major Rioja wine brands, such as La Rioja Alta, CVNE, Bodegas Bilbaínas, Muga, Gomez Cruzado, Lopez de Heredia, Bodegas Riojanas, Bodegas Franco Españoles, Montecillo, Bodegas de la Marquesa, and many many others.
- ❖ **Family-owned wineries:** these family-owned wineries embody an unwavering passion for wine culture and wine tourism. These offer a variety of services including guided tours and tastings, with the special feature of being accompanied by direct family members. This experience adds exceptional value for visitors, as they can enjoy close contact with those who know every detail of the winery and its legacy to perfection. Valenciso, Don Balbino, Teodoro Ruiz Monge, Arizcuren, Juan Carlos Sancha, Perica, Ilurce, Martínez Alesanco, Ostatu, Viñedo Ruiz Jiménez, Amador Garcia, or Altún are just some of the many examples to enjoy with the family.
- ❖ **Wineries with historic cellars:** these wineries stand out for their impressive subway caves, which were mostly dug right into the ground, while others were built in the open air and later covered. They presented a variety of typologies, with walls built with natural rock, ashlar stone or brick, and are found in abundance underground in wine-producing municipalities with a deep-rooted centuries-old tradition. Some of these are Conde de los Andes, Manzanos Haro, Vinicola Real, Mayor de Miguella, Maques de Arziza, Bodegas Tierra, El Fabulista, Lecea, Valdelana, Casa Primicia, or Tritium.
- ❖ **Wineries with unique attractions:** these wineries stand out for having particular elements and attractions that grants them a special tourist value. In Rioja, one can find wineries located along the Camino de Santiago, some with charming hermitages in the middle of their vineyards and

Rioja is home to nearly 200 wineries that welcome any visitor who wants to enjoy and delve into the Rioja wine tourism experience

even inside their own barrel rooms. Others house their own museums or have ampelographic gardens, where grape varieties are exhibited. Bodegas Corral (Don Jacobo), Eguren Ugarte, Solar de Samaniego, Señorío de Libano, Castillo de Cuzcurrita, Izadi, 220 Cantaras, Bodegas Sonsierra, Ijalba, Olarra, or Amézola de la Mora are some of these unique wineries.



Other elements that make the wineries of Rioja a great tourist destination are the **infrastructures and tourist facilities** that have been created in recent years. They constitute an entity in their own right and **in many ways complement the classic wine tourism offer of the wineries** (visits, experiences, wine-bars, etc.). Thus, what you find in Rioja is:

- ❖ **Wineries with hotels:** they offer accommodation next to the winery, providing a unique experience where you can rest in a unique environment. Marqués de Riscal, Bodegas FyA, Eguren Ugarte, Vinícola Real, Finca de los Arandinos, Bodegas Puelles, Finca La Emperatriz, Mayor de Migueloa, Valdelano, Alútiz, are just some examples of these.
- ❖ **Wineries with restaurants open to the public:** they offer visitors to enjoy meals in their facilities, with extended opening hours and a carefully selected
- gastronomic offer based on local and quality products. Enjoy the best gastronomy, such as the one in El Puntido, Bai-gorri, Vivanco, Marques de Riscal, Eguren Ugarte, Fernández de Piérola, Casa Primicia, García de Olano, Lecea, Martinez Lacuesta, Ramon Bilbao, Rioja Vega, El Fabulista, Solar de Samaniego, Fincas de Azabache, or Lozano.
- ❖ **Wineries with spaces for hosting events:** meeting rooms, spaces for conventions, weddings, baptisms, or inducements... Celebrate your events with Bai-gorri, Solar Viejo, Ijalba, Tobelos, Marques de Vargas, Bideona, Altanza, Bilbainas, Campo Viejo, Bohedal, Marqués de Reina, Olarra, or Valdemar.
- ❖ **Wineries with museum/cultural space:** they become a great destination for travelers. Enjoy the culture in Vivanco, Marques de Murrieta, Faustino, Murua, Campillo, Ontañon, and many others.
- ❖ **Wineries with vineyards and vineyard houses:** prepared specifically for events and incentives enjoying the vineyard landscape. Carlos Moro, David Moreno, Lopez de Haro, Santalba, Bodegas Palacio, Finca Vistahermosa, are some of the perfect wineries to enjoy your events and surprise your guests with the best views.



Find your perfect winery with our

**Winery Finder**





## A RIOJA FOR EVERY SEASON

### Rioja offers the best wine tourism experiences as the vineyards change with the seasons

**F**ollowing the annual vine cycle, Rioja vineyards offer us picturesque scents and **colors full of nuances**. All of these, shining with undeniable beauty, invite you to visit the region and get captivated by the winemaking atmosphere that permeates everything in Rioja.

Enjoy the best wine tourism experiences and do not miss out on the best of Rioja at any time of the year.



### Winter: dormant life

**With a new year coming in**, the vineyards in Rioja are preparing for a new cycle. The vine has lost its leaves, it sleeps, and a moment of vital importance arrives: **pruning**.

At this time of year, it is not uncommon to find a white blanket covering the vineyards in some areas of Rioja, making **beautiful winter pictures**, difficult to find in other parts of the country.

The Riojan sky grants its visitors days of sunshine and light, even in winter. **Visiting some wineries in Rioja** (family-owned, centenary,

avant-garde, etc.) and taking advantage of their hospitality, enjoying their wine tourism experiences offers a great way to escape from the cold.

If you want to warm up, you shouldn't miss out on a **succulent Riojan menu**, with which you can taste the most traditional dishes of the region, such as "patatas a la riojana" (potatoes with chorizo), "chuletillas al sarmiento" (grilled lamb chops), or "caparrones" (red kidney beans), all washed down with an excellent wine from the region.

Slightly better sheltered, **a walk through one of the 144 municipalities that make up the region can complete the plan**; its photogenic corners, small hidden museums, and a cozy smell of firewood will bring you back to happy past times.

Long weekends in the last months of the year, and even the Christmas holidays offer a great opportunity to enjoy the exceptional atmosphere in the region and to toast with Rioja wine on these special dates.



## Spring: life breaks through



**The flowering of the vineyard begins.** From the cuts made during pruning, a tearing called "weeping" begins to appear. **The first green shoots** also begin to appear, which will grow into clusters well into spring, changing the vineyard colors.

Spring in Rioja offers **sunny days** with **very pleasant temperatures** to enjoy wine and its culture, both indoors and outdoors.

Right in the spring, the senses of smell and taste intensify. The higher the humidity, the greater the odor permeation, so this is the **ideal time of the year for wine tasting and to perceive all its nuances**, and to complete it with vineyard experiences. Enjoying the pleasant sensation of spring sunshine and toasting with a glass of Rioja while you prepare your next adventure here, such as guided tours of the region's

towns, places, museums, as well as activities in the middle of nature are just some of the plans to enjoy in this season as the daylight hours become longer.



## Summer: time of magical changes

Summer is the time when **most significant changes in the vineyard take place**. At the beginning of the summer season, the bunches are at their most magical moment and veraison begins, a process in which the grapes, which until then have been small acid green berries, begin to grow and change to their final color. The **veraison** will determine the quality of the wine since it is here that color, aroma, and flavor are defined.

A summer getaway to Rioja is sure to convince you that summer is not all "sun and sand". Hiking and/or cycling wine routes, which go deep into the vineyard landscape so typical and unique to the region, is one of the best options to enjoy your vacation, breathe fresh air, and get in touch with nature.

We also recommend visiting one of the **viewpoints** in the region to contemplate the spectacular views that Rioja offers at sunset over the immense landscape of vineyards.

In addition, summer is a time for celebration in Rioja. During the summer months, a great variety of **festivals, concerts, and events** take place, where wine and gastronomy are the big-show highlights: summer cinemas, festivals such as MUWI, Suena Verano con Diamante, Entorno a la Mesa, and much much more. At the end of June, one of the most popular wine festivals, the **Batalla del Vino (Wine Battle)**, takes place in Haro.





## Autumn: the grape harvest, the great Rioja wine festival

With the onset of autumn, temperatures fall. Thanks to the warmth of the day and the cool of the night, the sugars in the grapes begin to react and the final color change takes place, with the white varieties turning a full range of yellows and the reds turning various shades of red. **The most important moment of the year - the grape harvest - arrives**, which reflects the work and effort carried out through the whole cycle. During the early autumn months, the teams work at full capacity in the fields to **harvest the grapes that would later be treated with great care and affection in the wineries to make Rioja wines**, the symbol and pride of our region.

If the polychrome of **coppers, reds, purples, and yellows that stain the vi-**

**neyards** at this time or the approach to a **process as historical and cultural as the grape harvest** did not make for enough reason to visit the region during the autumn, the **festive and celebratory atmosphere** that pervades Rioja during the grape harvest ends up convincing thousands and thousands of tourists who visit us at this time of the year.

One of the great stagings of the grape harvest takes place at the end of September in **Logroño, with the Fiestas de San Mateo**. Days of joy and celebration in which grapes and wine take center stage, accompanied by gastronomy, music, sports, parades and, above all, loads of fun. The grape harvest festival is celebrated in many other municipalities of Rioja with festivals in which visitors are welco-

med with open arms. Participating in these celebrations and traditions by toasting the year's harvest with a glass of Rioja offers an authentic and unique wine tourism experience.

And it's not all about celebrating; you can also **take a direct part in the grape harvest**. More and more wineries in Rioja offer visitors the opportunity to get their hands (and feet) dirty and help in the harvesting or treading of the grapes, an experience well fitted for the youngest members of the family as well.

**After the grapes are harvested, the vineyard takes a break**, forming a true puzzle of colors that is worth visiting, until it loses its leaves and the cyclical process of the vine begins again.

Rioja never rests. At any time of the year, diversity - be it landscapes, experiences, plans, or wines - is offered.



## USEFUL INFORMATION



### HOW TO GET TO RIOJA

Thanks to its privileged location, Rioja is a fully accessible territory, with excellent communications both by land and by air. Its extensive road network, as well as its railroad service and several nearby airports with national and international connections, we provide easy access to the destination whatever your means of transport and invite you to travel from end to end, discovering our villages, wineries, heritage, gastronomy, landscapes, etc. Below, we present the different alternatives to reach our region and enjoy the authentic Rioja wine tourism experience.

#### BY PLANE

**Bilbao Loiu Airport**, one hour from Haro and one hour and a half from Logroño. It offers direct connections to Europe, with direct flights from Amsterdam, Berlin, Brussels, Stockholm or London, among over 50 destinations available.

**Vitoria Foronda Airport** is half an hour from Haro and one hour from Logroño. It offers passenger transportation services with Ryanair, which has 7 destinations, 4 domestic and 3 international (Cologne-Bonn, Milan-Bergamo and Brussels-Charleroi).

**Zaragoza Airport** is one hour from Alfaro and one hour and a half from Logroño. Apart from services to the Canary and Balearic Islands, it also offers international services to 9 destinations including Brussels, London, Milan, Paris and Treviso.

**Logroño Agoncillo Airport** offers direct flights to Madrid.

#### BY ROAD



**From Madrid**, Logroño can be reached in less than 4 hours by traveling on the AP-2 and N-111 freeways and Rioja Alavesa via the AP-1.

**The route from Barcelona** to Logroño takes less than 5 hours via the AP-2, and AP-68 to Rioja Alavesa.

#### BY TRAIN



The **Renfe** network provides connections from large capitals to municipalities such as Haro, Logroño, and some towns in the Eastern Rioja through ALVIA trains.

Another option to arrive from Madrid or Barcelona is to use the High Speed trains to Zaragoza-Delicias station. From there, in just over an hour, you can get to enjoy Rioja.

#### BY BOAT



Travelers from the British Isles can travel by ferry from Portsmouth (England) or Rosslare (Ireland) with their car. From there, you will get to Rioja in just over an hour.





## WHERE TO STAY

### IN WINERY

#### Hotel Marqués de Riscal

Elciego, Rioja Alavesa

<https://www.marquesderiscal.com/ciudad-del-vino/hotel-marques-de-riscal>

#### Finca de los Arandinos

Entrena, Rioja Alta

<https://fincadelosarandinos.com/>

#### Bodegas FyA

Navarrete, Rioja Alta

<https://bodegasfya.com/>

#### Eguren Ugarte

Laguardia, Rioja Alavesa

<https://egurenugarte.com/bodega-con-hotel-rioja-alavesa/>

#### La Casa de Cosme Palacio

Laguardia, Rioja Alavesa

<https://lacasacosmepalacio.com/>

#### La Casa del Cofrade (Bodegas Vinícola Real)

Albelda de Iregua, Rioja Alta

<https://www.lacasadelcofrade.com/>

#### Bodegas Puelles

Ábalos, Rioja Alta

<https://bodegaspuelles.com/>

#### Bodegas Valdelana

Elciego, Rioja Alavesa

<https://www.bodegasvaldelana.com/alojamiento/>

#### Finca La Emperatriz

Baños de Rioja, Rioja Alta

<https://www.hermanoshernaiz.com/villas/>

#### Mayor de Migueloa

Laguardia, Rioja Alavesa

<https://www.mayordemigueloa.com/>

#### La Casona de Alútiz

Samaniego, Rioja Alavesa

<https://alutizvinos.com/>

#### Don Balbino

Lapuebla de Labarca, Rioja Alavesa

<https://donbalbino.com/en/home/>

#### Señorío de las Viñas

Laserna-Laguardia, Rioja Alavesa

<https://bodega.senoriodelasvinas.com>



## HOSTELS

### Parador de Santo Domingo de la Calzada

Santo Domingo de la Calzada, Rioja Alta

<https://paradores.es/es/parador-de-santo-domingo-de-la-calzada>

### Parador de Calahorra

Calahorra, Rioja Oriental

<https://paradores.es/es/parador-de-calahorra>

### Parador de Santo Domingo Bernardo de Fresneda

Santo Domingo de la Calzada, Rioja Alta

<https://paradores.es/es/parador-de-santo-domingo-bernardo-de-fresneda>

## SOME OTHER OPTIONS

### Áurea Palacio de Correos (5\*)

Logroño, Rioja Alta

<https://www.eurostarhotels.co.uk/aurea-palacio-de-correos.html>

### Palacio Condes de Cirac (4\*)

Villalba de Rioja, Rioja Alavesa

<https://www.palaciocondesdecirac.es/es>

### Santa Maria Briones (4\*)

Briones, Rioja Alta

<https://santamariabriones.com/>

### Casa Grande by Singular's Hotels (4\*)

Grañón, Rioja Alta

<https://casagrandehotel.net/>

### Hotel Gastronómico Echaurren (4\*)

Ezcaray, Rioja Alta

<https://echaurren.com/>

### Palacio de Pujadas (3\*)

Viana, Rioja Oriental

<https://www.hotelpalaciodepujadasbymij.com/>

### Hotel Viura (4\*)

Villabuena de Álava, Rioja Alavesa

<https://www.hotelviura.com/>

### Hotel Virrey (3\*)

Arnedo, Rioja Oriental

<https://hvirrey.com/>

### Palacio de Samaniego (4\*)

Samaniego, Rioja Alavesa

<https://palaciodesamaniego.com/>

### Hospedería de Alesves (3\*)

Villafranca, Navarra

<https://hospederiadealesves.com/>

### Palacio Tondón (4\*)

Samaniego, Rioja Alavesa

<https://palaciotondon.com/>





## SPECIALIZED LOCAL AGENCIES

In Rioja, we have local agencies that will arrange your ideal trip.

Let yourself be guided by **our professionals**, perfect destination connoisseurs, who will help you **plan and organize your ideal trip to Rioja**.

**Customized routes** and a wide range of **experiences around the Rioja culture** that, combined with other complementary activities such as cultural routes, experiences in nature or among vineyards, will make your stay in the region an unforgettable memory.

Below is a list of local agencies specializing in Rioja and wine tourism:

**Top Rioja (Laguardia - Rioja Alavesa)**

<https://www.rutadelvinoderiojaalavesa.com/es/agencias/22/Top-Rioja>

**Thabuca Wine Tours (Labastida - Rioja Alavesa)**

<https://thabuca.es/>

**Rioja Wine Tours (Logroño - Rioja Alta)**

<https://riojawinetrips.com/es/>

**Rioja Trek (Logroño - Rioja**

<https://www.riojatrek.com/>

**Rioja In Style (Haro - Rioja Alta)**

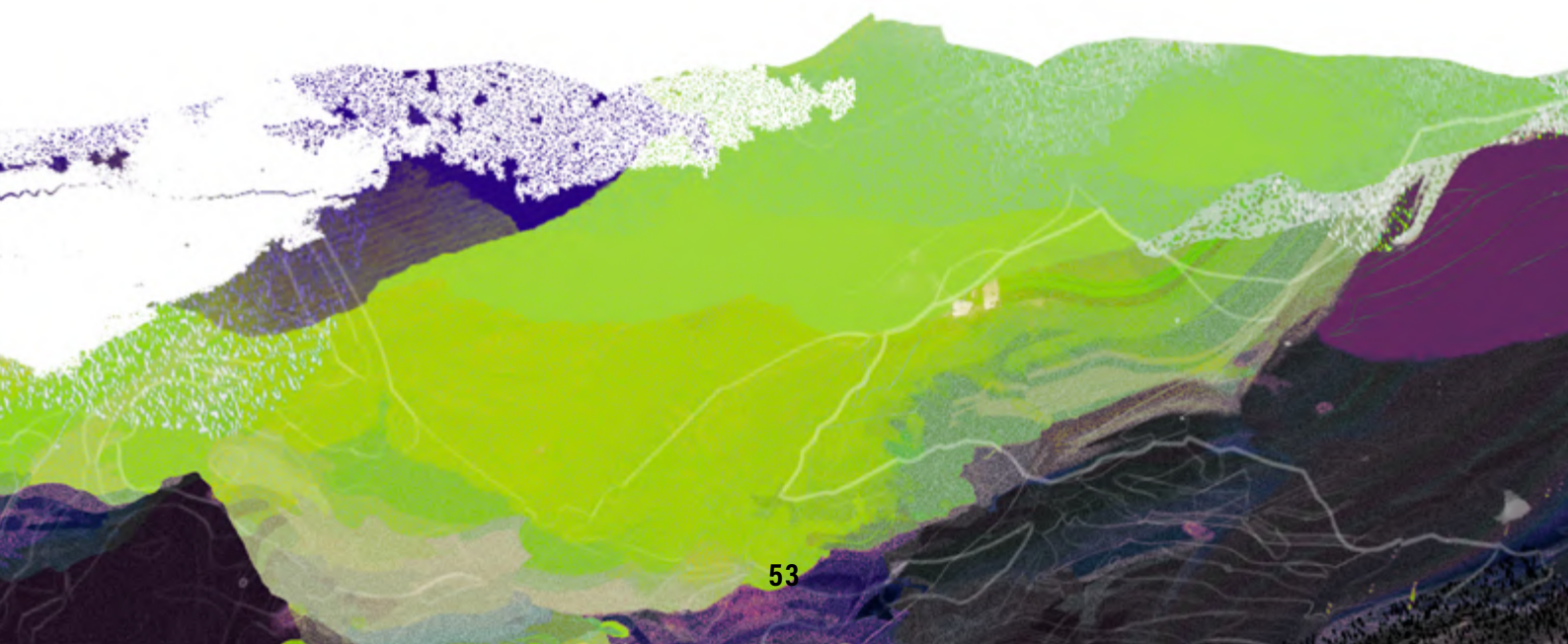
<https://www.riojainstyle.es/>

**Viajes Arenetum (Arnedo - Rioja Oriental)**

<http://viajesarenetum.com/>



# RECURSOS





## CONTACT INFORMATION

**AMANDA DE LA SANTÍSIMA TRINIDAD**  
HEAD OF COMMUNICATIONS AND EVENTS

**HEAD OFFICE:**

✉ [communication@riojawine.com](mailto:communication@riojawine.com)

🌐 [www.riojawine.com](http://www.riojawine.com)

**FOLLOW US:**

📘 @RiojaWineEs

🐦 @RiojaWine.ES

📷 @Rioja

📺 RiojaWineTV

🌐 Rioja Wine

# RIOJA