

PERFECT
PLANS

RIOJA ALAVESA


PLANS PARFAITS



RUTA
DEL VINO
RIOJA • ALAVESA

ARDOAREN
IBILBIDEA
ARABAR • ERRIOXA





PERFECT PLANS
FOR ENJOYING

RIOJA ALAVESA

DES PLANS PARFAITS
DANS LA RIOJA ALAVESA



— Une longue série de plans vous attendent, des plans différents, amusants et inoubliables, quelle que soit votre activité préférée.



The best plans to enjoy Rioja Alavesa

*With family! With a partner! With friends!
Do you enjoy the wine world? Do you like the best
cuisine? Would you like to stroll through our towns and
villages or discover stunning scenery?
Whatever floats your boat; we have a plethora of
different, fun and unforgettable plans on offer!*



Here you can find a wide range of proposals or suggestions to enjoy Rioja Alavesa on your next getaway, just relax, enjoy and have fun in this unique destination. The choice is yours, with friends, family or your partner, Rioja Alavesa has everything you are looking for and

more. You will be amazed by our towns and villages, the wineries, the gastronomy, but above all, our people. We have prepared a wide range of original plans and essential suggestions for you to experience with the five senses, in a land that lives for wine.



Rioja Alavesa surprises every time you experience it, this is a territory where options of enjoyment never cease to amaze.

Taste its authentic signature cuisine in its **restaurants**; taste the best *pintxos* and local wines in its bars; its diverse and spectacular wineries will draw you into the world of wine and you will want to know more and more.

In its **medieval towns** and villages stroll through the unique streets, that transport you in time, here you will find charming corners where a selfie is a must, but most striking however the welcoming nature of the people in the region is, you will be made to feel at home.

If you have time, do not miss the opportunity of staying in one of their comfortable hotels, rural tourism places and **charming rural establishments**, sleeping in a hotel found in a cellar or one overlooking a never-ending sea of vines.

— *Des propositions originales et indispensables pour vivre, les 5 sens en éveil, l'expérience d'une terre qui vit par et pour le vin.*

Once you have chosen your fellow travellers, the most appropriate time and how long you will stay, choose a plan to start your “Rioja Alavesa” experience.



PLANS WITH
TIME IN MIND

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PLANS WITH TIME IN MIND

Rioja Alavesa in a day

Rioja Alavesa in two days

Three days or more in Rioja Alavesa



Rioja Alavesa *in a day*

In Rioja Alavesa there is a lot to do, but if you only have a day or are simply just passing through and it is your first visit, here are some ideas for you to discover what not to miss in this incredible destination. Choose from our suggestions, your enjoyment is guaranteed, so much so you will want to return, but definitely with more time so as not miss anything.



— *Que vous disposiez d'une journée ou que vous soyez de passage et que vous ignoriez tout de la Rioja Alavesa, voici quelques idées pour découvrir les aspects les plus caractéristiques de cette destination incroyable. Vous souhaitez revenir pour découvrir tout ce que la Rioja Alavesa vous réserve.*

WHY NOT!

Stroll through the streets of one of our **medieval villages** steeped in history.

Have a **few mini-wines** (*potes*) and *pintxos* to soak up the best atmosphere in our wine bars.

Visit at least one of our wineries. Choose from family **wineries**, harvester wineries, historic underground cellars, or those at the cutting edge, designed by the world's most famous architects.

Take pictures at some of the **most emblematic places** on route (prestigious wineries, underground cellars, dolmens, viewpoints, amidst the vineyards...).

Savour our **traditional cuisine** (Rioja-style potatoes, lamb chops cutlets over vine shoots, veal cheeks in red wine or white beans) in any of our wineries or restaurants.

Take home a case of some of our wines or other products produced in Rioja Alavesa.





Rioja Alavesa *in 2 days*

A two-day or weekend getaway in Rioja Alavesa is definitely one of the best decisions you can make.

Leave your bags as soon as you arrive. No time to lose: go for a walk through the streets of our medieval villages, here you can enjoy a formidable atmosphere and the hospitality of our people, plus the unique cuisine and wines from Rioja Alavesa. Live it up, two intense days await, which will be over in a flash.

WHY NOT!

Visit the **Villa Lucía Wine Centre**, to find out about the wine culture of the area and dive deeper into our region through an audiovisual 4D: In a Dreamland

Visit several wineries. Chose one of the different styles to experience the real passion for wine as lived by the region's growers.

Enjoy a meal with a **typical and traditional menu** in a winery (booking required).

Walking through vineyards and enjoying what our natural surroundings have to offer. You will be immersed in unique landscapes, oceans of vines, whose colours are completely different depending on the time of the year.

Get to know our towns and villages and their **history** (prehistoric remains such as dolmens, the Celtiberian pond, prehistoric villages...).

Experience the atmosphere of **drop-in wine bars** (*ir de potes*) in our towns and villages, experience the hospitality of our people.

If you still have time, relax in a spa and pamper yourself with **vinotherapy** treatment.



— *En arrivant, vite, laissez votre valise à l'hôtel. Pas de temps à perdre pour aller flâner dans les ruelles de nos villes médiévales et apprécier l'atmosphère et l'hospitalité de ses habitants. Dégustez la gastronomie et les vins uniques de la Rioja Alavesa. Profitez-en à fond... Deux journées vous attendent qui passeront en un clin d'oeil.*



3 days or more in Rioja Alavesa

If you have three or more days, get to know Rioja Alavesa in depth and live the complete experience. The short distances between the various municipalities that make up the Rioja Alavesa Wine Route and how easy it is to get around, offer the perfect excuse to delve fully into a unique wine region, lose yourself among breathtaking landscapes of vines and forget the time. Be captivated by the natural surroundings, the roots of our gastronomic and wine culture, our history filled with medieval villages, enjoy the Basque-Rioja cuisine and, above all, let yourself be enveloped by our people.



— *Si vous disposez de trois jours ou plus, vous pourrez connaître la Rioja Alavesa en profondeur et vivre une expérience oenotouristique complète.*



WHY NOT!

Ensure your visit coincides with some of our **great** food and wine or sporting **events**.

Learn the secrets and intricacies of our towns through **guided tours** hosted by expert tour guides.

Sign up on one of the **unique experiences** our establishments offer (harvesting, picnicking in the vineyards, cycling, segway rides, kayaks on the river Ebro, Rioja Alavesa olive oil experience, etc.).

Enjoy a **dramatized visit** in a cellar or in a medieval village, such as Salinillas de Buradón or Labraza.

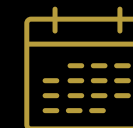
Don't miss our **concerts among vineyards**, usually offered in summer.

Visit the **Lakes at Laguardia**, of special natural value, watch birds and other local fauna or the natural wetlands of Carravalseca or Carralogroño.

Contemplate a **sunset at dusk** on a clear day, look for that characteristic picture postcard scene, with vineyards, wineries, the river Ebro or the Sierra de Cantabria as the backdrop. Do not forget your selfie stick to capture that picture postcard moment.

** Check the activities and events program on our website www.rutadelvinoderiojaalavesa.com*

** Check our unique experiences on www.visitriojaalavesa.com*



PLANS AT DIFFERENT TIMES OF THE YEAR

Rioja Alavesa at Christmas

Rioja Alavesa for Valentine's Day

Rioja Alavesa on Father's day

Rioja Alavesa at Easter

Rioja Alavesa on Mother's day

Rioja Alavesa in summer

Rioja Alavesa at Harvest

Rioja Alavesa in autumn



Rioja Alavesa *at Christmas*

Christmas is an ideal time to feel the warmth of Rioja Alavesa; to share the customs and traditions of our people, savouring the delights of the cuisine at this special time. A time to getaway for some, and to celebrate for others. The various municipalities have a Christmas program and establishments forming part of the Rioja Alavesa Wine Route get underway to offer numerous suggestions for that dream vacation.

WHY NOT!

Take in the **Baroque moving nativity scenes** at Laguardia, dating from the eighteenth century.

Visit the **live nativity scenes** in some of our towns and villages. This initiative involves all the townspeople, who are responsible for organizing the preparations, including the preparation of a tasty broth to keep out the cold. Visitors are always welcome at our celebrations.

Discover the tradition of **‘The Shepherds’**, a series of very ancient civic-religious dances performed in Labastida.

Welcome the **Olentzero**, the collier who delivers gifts to our children on Christmas Eve.

Visit the wine-themed Nativity scene at Bodegas Loli Casado, in Lapuebla de Labarca. A nativity scene dedicated to Rioja Alavesa, located in the barrel room of the winery, where over 150 figures are on show each with different wine and olive making occupations.



— Noël est une excellente période pour apprécier la Rioja Alavesa.



Visit our wineries and wine and food shops to buy excellent wines for this time of year and many Christmas gifts.

Celebrate Christmas Eve, New Year's Eve and Twelfth Night, with **special culinary suggestions** offered by our establishments.

Stay with your group of friends in one of our accommodations that offer a full rental option, to enjoy the holiday period somewhere just for you.

Listen to a **Christmas concert** with traditional carols and dances.



Rioja Alavesa *for Valentine's day*

Surprise your partner in a very original way with a romantic getaway full of unforgettable moments. Saying “I love you” in Rioja Alavesa, is something they will never forget. Whether you organise it together or as a surprise trip, Rioja Alavesa feels like just the right place to express your affection.



— *Que vous ayez préparé une escapade ensemble ou qu’il s’agisse d’un voyage surprise, vous sentirez que la Rioja Alavesa est un territoire propice à l’expression de toute votre tendresse.*

WHY NOT!

Take an **original break** and stay at some of the unique rooms offered by the Rioja Alavesa establishments raising a glass of good wine for a special toast.

A **romantic dinner** in an appealing space nestled in our restaurants or charming hotels.

Make an exclusive visit for just the two of you to a **winery**.

Consult specific offers and proposals offered by many of our members for Valentine's Day.

Bathing in wine with your partner in one of our spa centres.

Attend a **dramatized visit**, for example in the Bodega El Fabulista in Laguardia, where inspired by erotic stories and tales from Felix Maria Samaniego, a fun time is guaranteed.

Take a selfie with your partner in the beautiful **sunset amidst the vineyards** or in one of our emblematic wineries.





Rioja Alavesa *on Father's Day*

On Father's Day, you have the perfect excuse to prepare that family outing with some special moments together, enjoying with him his passion for wine. Or if you prefer, give dad that fascinating trip into the wine world. Whatever the plan, travellers to Rioja Alavesa will feel fortunate.

Dad deserves a trip to Rioja Alavesa! And you too!

WHY NOT!



Take that **special family break** the weekend on which Father's Day falls and live an incredible experience around wine culture.

Have a **special "Father's Day" meal** with the family in a cellar or restaurant. You will find interesting offers to suit all pockets.

Take the entire family to experience what's on offer at our wineries (vineyard experiences, elaborating your own wine, etc.).

Enjoy the **special activities** our establishments prepare for Father's Day.

Products and wines from Rioja Alavesa make **great gifts**.



— Papa mérite ce voyage à la Rioja Alavesa! Et toi aussi!



Rioja Alavesa *at Easter*

Easter week is one of the most eagerly awaited festivals of the year by travellers. It is an ideal time to unwind and enjoy carefree plans, and Rioja Alavesa is a destination favourite.

WHY NOT!

Discover the splendour of nature and the landscapes of Rioja Alavesa vineyards, when spring starts to bloom.

Stroll through the **historic medieval** areas of our **towns** and villages.

A plethora of wine tourism suggestions, which never cease to surprise together with visitor centres so you can enjoy wine culture.

Savour the **exquisite local gastronomy**, from tasty mini delights or *pintxos* to the most elaborate cuisine from our chefs. Many of our establishments also offer the characteristic Lenten gastronomy.

Take part in any of our most original Easter **processions** and traditions: the way to Calvary in Labastida, the trial of Judas Iscariot in Samaniego, the descent of Christ in Laguardia or the burning of Judas in Moreda.



— Dès que le printemps revient, découvrez une nature splendide et les paysages incomparables des vignobles de la Rioja Alavesa.





Rioja Alavesa *on Mother's Day*

Because there is no one quite like mum, there is no better way to surprise her than organising a trip with the family and sharing those special moments. Or if you prefer, give Mum that fascinating trip into the wine world. Whatever you plan, Mum is in for a real surprise in Rioja Alavesa.

Mum will never forget her trip to Rioja Alavesa!

WHY NOT!

Enjoy the **special menu** you like best, offered in **our cellars and restaurants**.

Learn about **our traditions and people**, listen to beautiful stories and customs of Rioja Alavesa; you will be thrilled for sure.

Walk through Rioja Alavesa and visit its viewpoints.

Welcome the month of flowers at one of our outdoor cafés, toasting with a good Rioja Alavesa wine.

Go shopping in the various specialised establishments in the district because Rioja Alavesa is not only about wine.

— *Maman n'oubliera jamais ce voyage à la Rioja Alavesa.*





Rioja Alavesa *in summer*

Holiday Time! Take this opportunity to have a great time and enjoy Rioja Alavesa, a first-class wine tourism destination. The season for good weather, to leave your worries behind, enjoy a terrace, the pool, strolls at dawn or dusk, among friends or family.

WHY NOT!

Bird watching in the wetlands and lagoons of Rioja Alavesa.

Enjoy a sunset while sipping excellent wines at an outdoor café or viewpoint.

Unique activities such as **meditation and relaxation** through yoga in a special setting among the vines, in the search for harmony of body and nature.

Share experiences in the picnic areas and **green areas** of the Rioja Alavesa.

Create your own **photographic report** taking profit of the grapes changing colour.

Participate in any of the activities suggested by our wineries in the fresh air, including vineyard experiences or picnics and routes among the vines.

Cycle or hike along the natural country routes of Rioja Alavesa.

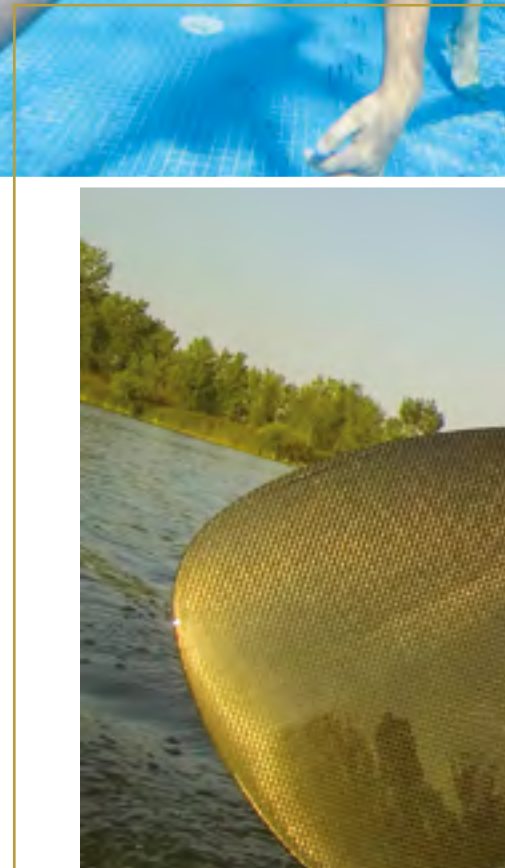
Take in the views of the countryside from your **Kayak** on the River Ebro.

Gaze at the stars, while learning about their influence on winemaking.

Cool off in the pools in our towns and establishments.

Book a **dramatized visit** to various medieval towns and discover the local history in a fun way.

Enjoy a **sustainable food and wine event**, such as *Rioja Alavesa - Euskadi Entorno a la Mesa* (Rioja Alavesa - Basque Country Around the Table).



— *Un moment de détente, de déconnexion et de bonne gastronomie à apprécier en famille. Nous vous proposons une longue série de plans pour vivre un été très différent.*





Rioja Alavesa *during harvest*



*Les vendanges sont l'occasion
de vivre la Rioja Alavesa dans
toute sa splendeur.*



The harvest is the most important moment of the year for our wineries and the most special for enjoying wine tourism. If you want to find out the wine-making process first hand, from the bunch to the bottle, discover Rioja Alavesa at harvest time.

At harvest time experience the Rioja Alavesa in its full glory.

WHY NOT!

Take part in **harvesting activities** in the vineyard (both during the day and at night-time; night harvest).

Take a **photo** with a team of harvesters or with a basket of grapes.

Contemplate the grape ripeness control process by the wine-making teams, in search of the most ideal moment of the harvest.

Visit wineries in full swing, check out the arrival of the tractors, the grape selection process and its entry into the winery.

Take part in grapes and first musts tastings, observing the differences between the different varieties of grapes.

It's the time of the year for a few **wines in our towns** and villages filled with the aroma of must.

Experience some unique wine tourism activities.

Take part in the **Harvest Festival** which takes place each year in September in a different town of Rioja Alavesa.



Rioja Alavesa *in autumn*

After the hectic harvest period, autumn is a haven of peace and tranquillity. This is an excellent period to enjoy Rioja Alavesa, a much more welcoming climate that invites us to disconnect from the madding crowd, and especially to enjoy amazing scenery at this time of year period.

Once the vines have given their precious fruit as the autumn season progresses, the days grow shorter, the vines, and in particular their leaves begin to acquire different shades, including yellows, greens, reds and ochres, the prelude to the end of their annual life cycle.

WHY NOT!

Walk among vineyards and look for different viewpoints to add those picture-postcard scenes to your collection, especially the sunsets.

Tour the vineyard to see how the fruit has been collected and there are always a few bunches to pick to taste their ripe grapes.

Visit our cellars in full swing, to see how the fermentation of musts is coming along and check how they are getting the first wines.

Create **photo stories** checking out the incredible mosaic of natural colours that make up the vineyards.



Collect different coloured **vine shoots** to make a mural at home.

Experience the atmosphere of **drop-in wine bars** (*ir de potes*) and enjoy the best gastronomy of Rioja Alavesa.

Visit some of our **oil presses**, which open their doors towards the end of autumn to allow you to witness the olive harvest and the production process of that extra virgin olive oil that is so typical of Rioja Alavesa.

Enjoy the unique experience of **tasting** the arroniz variety of **extra virgin olive oil** and discover its advantages compared to other types of oil.

Hike through the district on any of our GRs or local circular routes.

— *Les différents cépages et les parcelles qui forment des mosaïques uniques en leur genre sont le paradis des photographes.*





PLANS FOR DIFFERENT GROUPS

Rioja Alavesa for families
Rioja Alavesa for couples
Rioja Alavesa with friends



Rioja Alavesa *for families*

Discover Rioja Alavesa with the family and feel at home. A destination with many cultural options, in natural surroundings and varied leisure activities for all family members.

WHY NOT!

In the **Villa Lucia Wine Centre**, why not enjoy a 4D audiovisual, find the mascots (Vinfo and Vinfa), enjoy a fun visit, make your own *pintxos*, experiment with the aromas of wines, conduct a blind tasting... and many more fun experiences to get to know the world of wine.

Visit one of the vintage **wineries**, with historic underground cellars, or the most avant-garde, many of which have specially designed tours for family visits.

Enjoy **special menus** made with local cuisine also for the kids.

Sign up for a **family leisure activity**, such as cycling or kayaking along the Ebro River.

Enjoy a **picnic** at the beautiful recreational areas found in Rioja Alavesa.



— *Profitez de la Rioja Alavesa en famille. Chaque membre de la famille pourra vivre une expérience à la première personne.*

Make it a family photo to remember in one of the most beautiful and emblematic places in Rioja Alavesa (wineries, castles, dolmens, porches...).

Surprise yourself with the performance at a **dramatized visit** to a winery or a medieval town.

Take a simple **hiking** route to enjoy the beauty of the natural landscapes of the mountains surrounding Rioja Alavesa.

Enjoy Rioja Alavesa with your family. You and your family will have to experience it in person



Rioja Alavesa *for couples*

Surprise your partner with a romantic getaway to awaken each sense, as Rioja Alavesa can be smelt, seen, felt, touched... Involve yourself in the aromas of a winery; taste the local produce accompanied with a wine or two or around a good table, or feast your eyes on the natural landscape that Rioja Alavesa offers.

Take the plunge and come with your partner, where better than Rioja Alavesa to imbibe (inside and out) the wine culture.

WHY NOT!

Enjoy a **romantic dinner** in a restaurant or hotel with charm.

Discover **emblematic places**, including underground wine cellars, which are named and described in works of literature by great authors such as Félix María Samaniego, Pío Baroja...

Enjoy *pintxos* with the locals, enjoying these great snacks as they do a sample of Basque haute cuisine in miniature.

Stay at a **hotel or special accommodation**, offering romantic getaways for couples.

Indulge yourselves in a **spa** and/or in a **tub of wine** just the two of you together enjoying the benefits of wine therapy.

Take a romantic stroll alongside the Laguardia lakes.

Sign up for a **leisure activity** such as cycling or kayaking along the Ebro River.

Take a picture with your partner in one of the beautiful, emblematic places as a souvenir of what Rioja Alavesa provides.

Take a **tour though the vineyards** by car, bicycle, or on foot.

Venez donc avec votre petit(e) ami(e), la Rioja Alavesa vous tend les bras pour vous imprégner, au dedans comme au dehors, de la culture du vin.



— Love & Wine
in Rioja Alavesa





Rioja Alavesa *with friends*

Rioja Alavesa is a very special destination to enjoy with friends. Have fun with your friends having a wine or two, wine tasting, tasting pintxos, visiting wineries and being enticed by our towns and villages, their people and the culture of wine. We have plenty of proposals for group getaways to Rioja Alavesa!

Rioja Alavesa is the perfect setting to escape and discover the pleasures of the good life with your friends. Surrender to the pleasures!

WHY NOT!

Visit some of the local **wineries: family-run**, historic underground cellars or avant-garde style.

Book a meal at a winery and taste a **menu paired** with the best wines of Rioja Alavesa.

Sign up for a **singular wine tourism experience** (harvesting, other vineyard activities, Segway rides, buggies, strolling, cycling, canoeing on the river Ebro, kayaking ...).

Strolling through the streets of the towns of Rioja Alavesa, visiting **wine bars for potes and pintxos**.



— *La Rioja Alavesa est la destination parfaite pour une escapade et pour découvrir les plaisirs de la bonne vie entre amis. Laissez-vous séduire!*

Take a picture with your group in one of the beautiful, emblematic places as a souvenir of what Rioja Alavesa provides.

Relax in a spa and/or indulge yourself in a **wine therapy** session, taking advantage of the benefits and cosmetic properties of grapes.

Enjoy a **gymkhana outdoors** or a food and wine experience, producing your own *pintxos*, play with the aromas of wine, try a blind tasting... and many more experiences to become familiar with the world of wine in the most fun way.

Do outdoor and **adventure sports** in the heart of the Sierra de Toloño, with the sea of vineyards as the background on your picture postcard.

Take hiking trails.



OTHER PLANS

Eating out at a winery in Rioja Alavesa
Rioja Alavesa architecture
Underground cellars in Rioja Alavesa
Unique experiences in Rioja Alavesa
Shopping in Rioja Alavesa
Pintxos in Rioja Alavesa
Sporting events in Rioja Alavesa
Food and Wine events in Rioja Alavesa
Near Rioja Alavesa



Eating out in a winery at Rioja Alavesa

Have you ever felt the pleasure of enjoying a meal at a winery in Rioja Alavesa? If you have the chance, be sure to enjoy this experience firsthand, an experience for the five senses.

It usually begins with a guided tour of the winery, where several wines are tasted. Afterwards you will enjoy a real meal in the social area of the cellar or restaurant, according to the winery, where the traditional cuisine of the area is normally paired with wines from Rioja Alavesa. Turn your getaway in a premium gastronomic journey, consisting of aromas and flavours that will lead you to discover our traditional cuisine and our wines. Among the various suggestions from each winery you will find menus paired with different wines, traditional menus with Rioja-style potatoes and lamb cutlets cooked over vine shoots, special menus or set menus, always with the perfect harmony of our wines to test your senses and in the unique setting of our wineries.

WHY NOT!



*Transformez
votre escapade
en un voyage
oenogastronomique
de premier plan,
riche en arômes et
en saveurs.*



*The taste
of authenticity*



Before visiting the winery, a good idea is to visit the **Wine Centre** to learn about the culture of Rioja Alavesa wine.

Book a **visit with a meal** at a winery and sample some of the menus offered with the best wines from Rioja Alavesa.

Among the various culinary offerings of the wineries, taste the dishes of a **traditional menu**, with Rioja-style potatoes and lamb cutlets cooked over vine shoots and Spanish-style French toast, or **other suggestions**, such as white beans, cod or roast lamb. You will also be able to find some more innovative menus.

Do not forget to take a photo of the group having the time of their lives at the winery.

Once you have enjoyed the food, we invite you to **walk around the streets of our towns** to explore its monumental beauty, unique nooks and thousands of details steeped in history.

Take some wines from Rioja Alavesa to continue living the experience at home.



Rioja Alavesa *architecture*

Whether you're passionate about architecture or just a fan of its beauty, in Rioja Alavesa you can make an extraordinary journey to contemplate stunning architecture. From the traditional to the cutting edge buildings of the most prestigious architects, like Iñaki Aspiazu, Frank Gehry, Santiago Calatrava or Phillipe Mazières.

We invite you to explore our locations, buildings and cellars, where you will find picturesque towns and villages, medieval towns with fortresses and walled enclosures, stately manors, impressive emblazoned houses, churches in silent beauty and many more treasures. Discover too our wineries and incredible buildings marked by the beauty of unique architectural features only to be found in Rioja Alavesa.

WHY NOT!

Visit our **picturesque villages** such as Salinillas de Buradón or Labraza, which are authentic medieval villages with fortresses and walled enclosures, once used for defensive purposes.

Find the hidden treasures of the area: discover the **wineries** located in underground cellars and check out their subterranean nature.

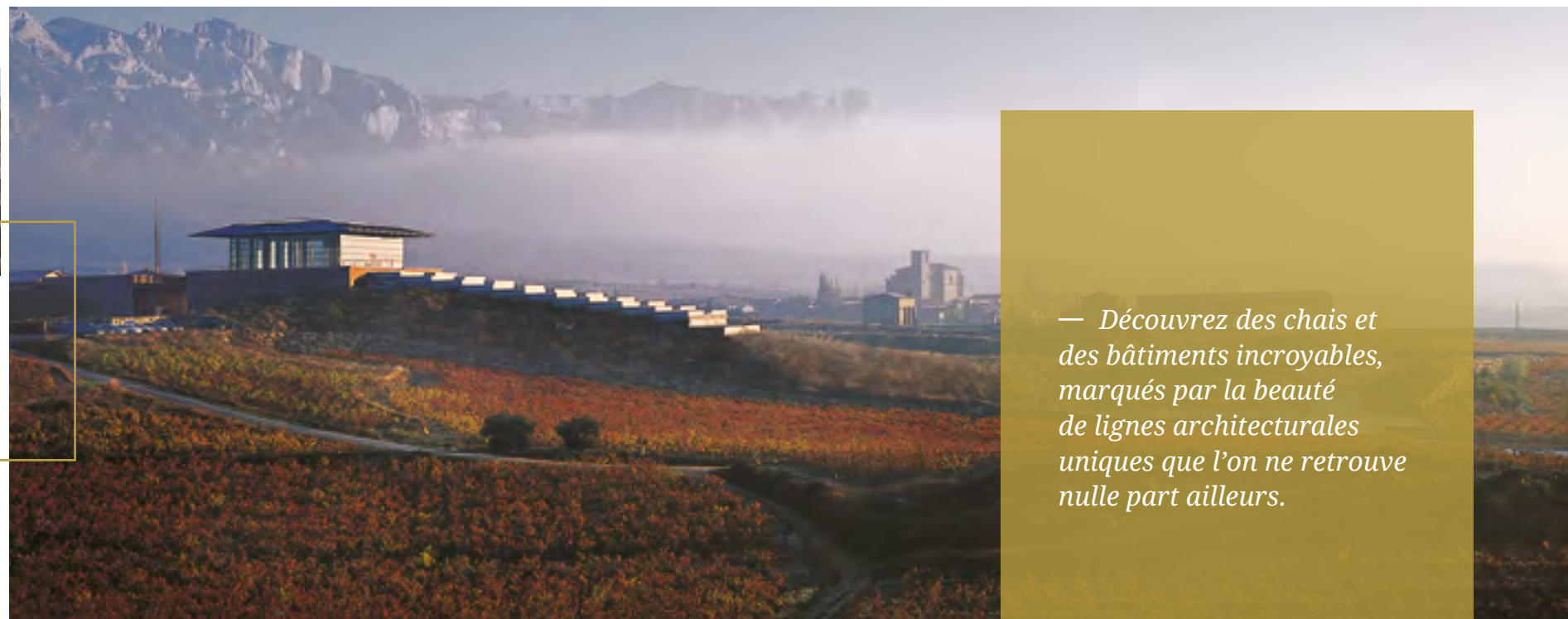
Discover the **Renaissance, Baroque and Neoclassical buildings** found in the towns and villages of the region of Rioja Alavesa.

Visit some of the **prehistoric remains** (dolmens, the Celtiberian pond, prehistoric villages...).

Visit **Laguardia** where you'll find one of the most important polychrome Gothic porticos in Spain in the Church of Santa Maria de los Reyes.

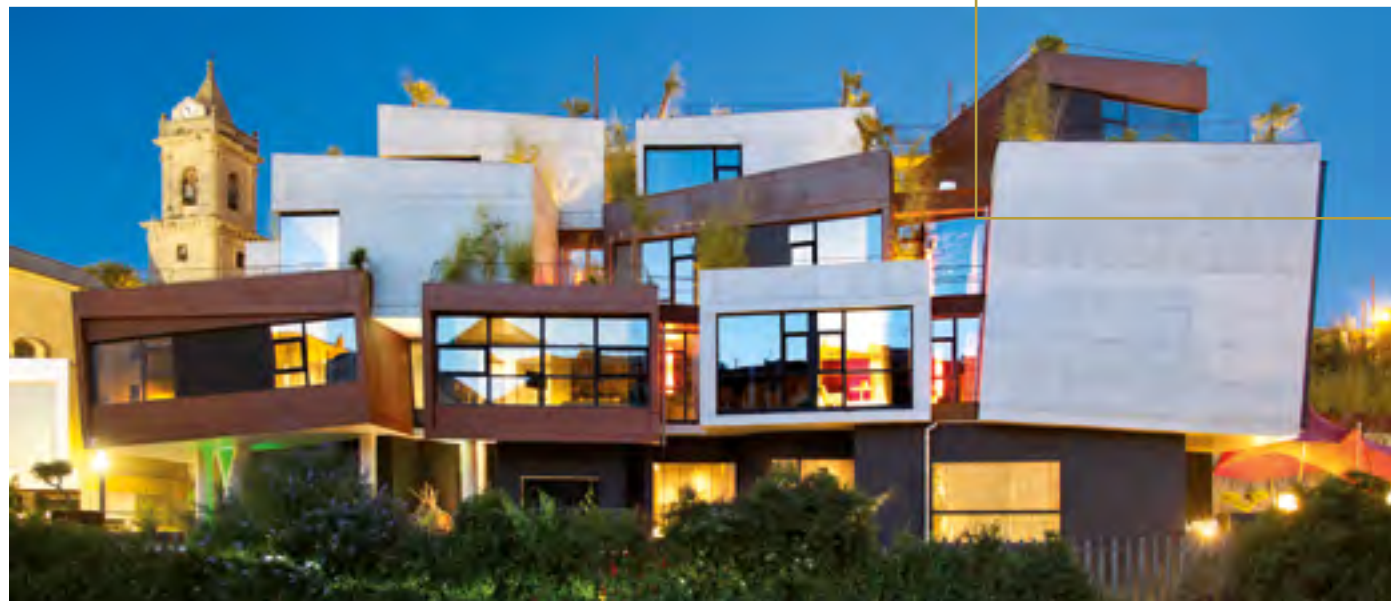
Stay in a unique hotel, such as the **Viura Hotel**, created by Designhouses, in collaboration with the architect Beatriz Pérez Echazarreta. The hotel comprises whimsically superimposed cubes appearing to surge forcefully (as if it were a game of shapes), next to the village church.

Visit wineries that are real architectural gems. Besides enjoying the world of wine, you can observe unique buildings, real cathedrals of wine designed by internationally renowned architects.



— Découvrez des chais et des bâtiments incroyables, marqués par la beauté de lignes architecturales uniques que l'on ne retrouve nulle part ailleurs.

The cathedrals of wine





Underground cellars in Rioja Alavesa

We suggest a tour of the best kept secrets of our towns and villages: the historical underground cellars. These are man-made underground cellars created in our towns and villages to preserve wines. They also contain the wisdom and history that has forged the passion of this generous land.

You will enter into cellars dug into the ground several meters deep that maintain temperature and humidity conditions practically constant throughout the year, making it the perfect place to keep our fine wines. Here you will find the traditional methods of winemaking and many curiosities that will make you appreciate and understand what is behind a glass of wine from Rioja Alavesa.

WHY NOT!

Visit some of the wineries that have historical underground cellars or visit some others that still retain hold onto their family underground cellar to taste wines directly from the tank and/or the barrel.

Enjoy a **dramatized visit** in a historic underground cellar (prior booking).

Take a group photo in one of the historical underground cellars.



History and art
around wine



— Ce sont des caves
souterraines, conçues par
l'homme, qui renferment
le savoir et l'histoire
forgés par la passion de
cette terre généreuse.

Discover the tools and utensils used in the “maceration” process of whole grapes in concrete tanks.

Enjoy a few wines and *pintxos* in one of the underground cellars, which are today leisure spaces in some of our establishments (wine bars, restaurants, wine shops, etc.).

Arrange a group meal in one of the underground cellars designed for that purpose.



Unique experiences in Rioja Alavesa

Rioja Alavesa is a land that lives for wine. Feel the passion for wine in our wineries and establishments guided by those who live it out on a daily basis, such as winemakers and oenologists. You will discover a world of intense emotions from the vine to the bottle. You will live unique experiences, amazing suggestions to dive into. Get to know firsthand the secrets kept by the Rioja Alavesa wines and then you will understand the origin of its quality and renown. Be a winemaker for a day! Are you up for it?



*Passion
for wine*



WHY NOT!

Visit any of the **family wineries** of Rioja Alavesa, guided by the owner, who will transmit not only the working methods, but also a way of life.

A visit to the winery **tasting wines directly from the tanks** and/or the barrel.

Vineyard activities guided by the winery owner, lunch in the vineyard, live out a real day's work.

Prepare your own wine after a visit, where they will explain the qualities of the different varieties used in Rioja Alavesa.

Distinguish the effects of French oak barrels compared to American oak barrels, or the nuances of the various toast flavours by tasting the wine straight from the barrels.

Sample our white and rosé wines that are not as well-known but have the potential to surprise a wine expert like you.

Pair a red wine with fish, a white wine with meat, or rosé wine with cured meat to experience new combinations.

Enjoy the pleasure of vertical and horizontal tasting sessions, where you will learn more about winemaking processes and the time the wine spends in a bottle.

— *Vivez la passion pour le vin dans nos chais et établissements sous la houlette de ceux qui la vivent au quotidien, j'ai nommé les viniculteurs et les oenologues.*



Shopping in Rioja Alavesa

Rioja Alavesa is a destination where you can buy unique products. Before returning home, do not forget to visit our shops, wine merchants and delicatessens here you can find the best souvenir to take home: our wines from Rioja Alavesa, virgin olive oil, also from the area and other authentic products. In our shops you will find the best service, tasting areas, products perfectly packaged to give as presents, special packaging and amazing service.

You can opt for that great wine you sampled at a family winery, for a wine recommended by a prestigious guide, for the extraordinary olive oil you tasted at the oil press or that cured meat and pâté you like so much. Think about your best Rioja Alavesa moment because sure it has been accompanied by our wines and/or our food. So now choose to share it with your family by bringing a bit of Rioja Alavesa home or as a present for them.

WHY NOT!

Stroll through the streets of our towns to find the best shops.

Find out about the **range of wines and typical products** of Rioja Alavesa available in our stores.

Conduct **wine tasting paired** with other **local products from the area** (chorizo, olive oil, pâté, etc).

Pick up some **handcrafted products** from Rioja Alavesa.

Acquire wines to continue living the experience at home or to give to your nearest and dearest. A gift that will not go unnoticed.

— Vous pourrez choisir cet excellent vin goûté dans ce chais familial, cet autre recommandé par les guides prestigieux, l'extraordinaire huile d'olive dégustée au trujal (moulin à huile), ou encore ces charcuteries et pâtés si savoureux.



*Rioja Alavesa
Gifts*

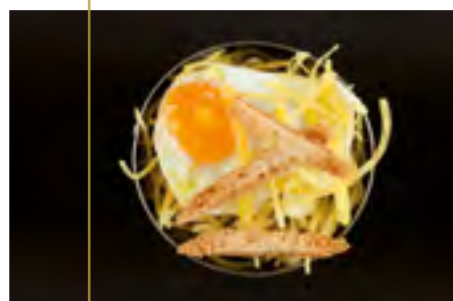


Pintxos in Rioja Alavesa

Get caught up in one of the best atmospheres and traditions of the Rioja Alavesa, going out for a few wines and pintxos. In our bars you will find authentic gastronomic show cases that invite you to surrender to the pleasure of savouring the Basque cuisine in miniature. Our Rioja Alavesa wines are also perfect partners for this gastronomic journey that will take you to taste flavours and textures in the form of pintxos, casseroles and other snacks.

Stroll along the streets of our medieval villages as you discover the best places to enjoy these small morsels, a fusion of tradition and modernity, and accompanied by our best wines.

Share our culture and lifestyle in the most authentic way!



Venez flâner dans les rues des cités médiévales, où vous découvrirez les meilleurs endroits où déguster des bouchées au bar, fusion de tradition et d'avant-garde et arrosées de nos meilleurs vins.

*An explosion
of flavours in miniature*



WHY NOT!

Surrender to the true **atmosphere of going out for a few wines** (*poteo*) in Rioja Alavesa.

Try different ***pintxos* and casseroles**; surprise yourself with new textures, flavours and colours.

Savour traditional cuisine and innovative proposals with the best wines of Rioja Alavesa.

Try the typical products of the district prepared in a variety of ways.

Take advantage of the **offer of trying wines** by the glass at our bars, where you can discover new winemaking methods, the contribution of the different varieties, new wineries... Enjoy your passion for wine.

Discover the **gastronomic specialties** of each of our establishments, such as courgette with foie gras and caramelized almond, *zapatilla* (country-style toasted bread rubbed with tomato and oil and served with Serrano ham), smoked cod on toast with red pepper on a bed of poached vegetables in vinaigrette, *sagarbetea* (baked apple stuffed with cheek of pork), cod Rioja style, snails Rioja style...



Sporting events in Rioja Alavesa

Throughout the year, several popular sporting and hiking events are held in Rioja Alavesa. They all have a common denominator: they criss-cross the various landscapes and vineyards of the district.

Events and hikes that run along sections of the main GRs that cross Rioja Alavesa from north to south and west to east, taking in a wide range of landscapes.

Health walks complete the range of nature-based events in a district where you can discover a new way to enjoy doing what you like most: healthy sports.

WHY NOT!

In May, visit Labraza, the smallest medieval town in the Basque Country and take part in the **Popular Entrevillas, Entresvillas, Entreviñas** Hike (Oyon - Labraza - Barriobusto).

Walk along the ridges of the Toloño Mountains and reach their summits on the **Toloño Mountain Hike**.

— *Toute l'année durant, de nombreuses épreuves sportives et marches populaires sont organisées en Rioja Alavesa. Elles ont toutes un commun dénominateur puisqu'elles traversent les paysages et les vignobles de la région. Une nouvelle façon de prendre du bon temps en pratiquant ce que vous appréciez le plus, un sport sain.*

Contemplate the beauty of the Ebro River at the boating competition that takes place in May at **La Bandera del Vino in Lapuebla de Labarca**, where you can then taste the produce of the various local wineries.

On the first Sunday in June, don't miss the **Popular Hike up to Mount Toloño** which takes place every year from Labastida and Salinillas de Buradón; the effort will be rewarded with an excellent lunch washed down with the local wine.

Participate in the **Rioja Alavesa Half Marathon**, which includes a variety of events, including a skating race.

In October, partake of the wine spirit in the **Rioja Alavesa Wine Run**, enjoy the culture and landscape of wine and vineyards.

Enjoy the autumnal colours with your family during the **Popular Mahasti Artean - Among Vineyards Walk**, which takes place every year in Elciego in October.

In November, follow in the footsteps of Ignatius of Loyola when he was a knight on the **Popular Ignatian Way Hike**.

Complete one of the stages of the Gr-38 **Wine and Fish Route**, a commercial route that our ancestors used, on the Popular Walk that takes place in December.





Food and wine events in Rioja Alavesa

Several events are held throughout the year in the district to appreciate the products of Rioja Alavesa and the Basque Country. At these events, you can try the district's two most important products: wine and olive oil. With a difference, surrounded by a unique landscape, at surprising venues, listening to captivating music, under the guidance of expert winemakers...

Enjoy the wine festivities and events in Rioja Alavesa. A great pleasure.



— Sur un mode différent,
au coeur d'un paysage
singulier, dans des espaces
surprenants, accompagnés
d'une musique captivante,
guidés par des experts
viniculteurs... Vivez les fêtes
et les événements organisés
autour du vin de Rioja
Alavesa. Tout un monde.

WHY NOT!

Try the wines from the new harvest at the ***Uztaberri Eguna***, which is held every year in Lapuebla de Labarca in February.

Enjoy a visit to an olive oil press and learn how Extra Virgin Olive Oil is made in Rioja Alavesa. Try it and pair it with other local products at the **Rioja Alavesa Olive Oil Fair**, which pays tribute to this traditional product in March.

Delve into the history and culture of wine at the **Navaridas Historic Wine Fair**, which always invites a different wine producing country in April each year.

At Easter, join the **Wine Seminar in Elciego** to discover the local wines with the assistance of local winemakers. Don't forget to reserve your place at the tourist office!

Mingle with the locals of Villabuena/Eskuernaga in unity and festive atmosphere in the Villabuena Wine Fest in May. Here the wineries, hotels, bar... get together to offer their best gastronomy and wines to the inhabitants of the medieval village and visitors.

Get to know the wines from the various Labastida wineries at the **Bodegas a Pie de Calle** festival, organised each year in Labastida in June.

Visit the small traditional underground cellars and try the various Rioja Alavesa wines during the **Open Door Event at Salinillas de Buradón Wineries**, in June.

Attend the **Sustainable Food and Wine Event Rioja Alavesa - Basque Country Around the Table** in July. You can try unique Rioja Alavesa wines and km 0 products, Basque products at the show cooking stands and you may buy these precious products directly from the producers.

Visit the historic winemaking neighbourhood in Baños de Ebro and make your way down to the town's ancient caves where you can try their wines at the **Wine Cellar Opening Event in Baños de Ebro** in July.

Pair wine and music at the **Wine and Music Week in Elciego**, which presents an activity-loaded programme every July that you can enjoy in Elciego and in the surrounding area.

Visit the medieval town of Laguardia and try the *pintxos* prepared specifically for the **Medieval Pintxos Contest** held in August.

Welcome the grape harvest at the **Rioja Alavesa Harvest Festival** held in a different town in the district every September.



In Samaniego the wineries and hotel organize many events during summer, where you will enjoy their best wines and food. The **Samaniego in wine** will be complete with the party that takes place in the village in September.

Attend the **Young Wine Presentation Event in Elciego** on the last Saturday of November, to try the new wines from the latest harvest that have just been made.



Near Rioja Alavesa

In addition to the attractions available in this district, in Basque Country stand out, among others, the three provincial capitals.

Vitoria-Gasteiz, capital of Basque Country, is a 40 minutes drive, with a Green Ring that is ideal for hiking routes. In a bit more than one hour Bilbao can be reached, to enjoy the traditional txikiteo (drop-in wine bars) in its “7 Streets”. Another option, less than two hours away, is to discover the miniature cuisine of Donostia-San Sebastián, lovingly called “La Bella Easo” for its unique beauty.



— Outre les attrait
spécifiques de la région,
vous trouverez également
en Euskadi, des sites
intéressants à visiter
pendant votre séjour en
Rioja Alavesa.

WHY NOT!

Visit the “Medieval Quarters” of Vitoria-Gasteiz, which preserves its original outline and will enable you to learn of the rich history of the Basque capital thanks to the various civil buildings, palaces, tower houses, museums, and temples from various periods up to the Europa Congress Palace, model of the sustainable architecture. This city has a strong commitment to the environment and to sustainable development and was designated the Green Capital of Europe.

Discover a global example of urban development; the transformation from an industrial city to a cultural and service-based city; from a dull enclave in decline to a cosmopolitan and designer city. In **Bilbao**, take a tour from the Old Quarters to the Euskalduna Palace, admiring the contrast between tradition and modernity, where the greatest example is the Guggenheim Museum, designed by the renowned architect Frank O. Gehry.

A stroll along Concha Bay in Donostia-San Sebastián, as the nobility used to do during their holidays in the late 19th century, contemplating the magnificent mansions and residences from that period, such as the Miramar Palace, will uncover the most “Belle Époque” aspect of this city. It was designated the European Capital of Culture thanks to its impressive cultural programme, the highlight of which is the San Sebastián International Film Festival.



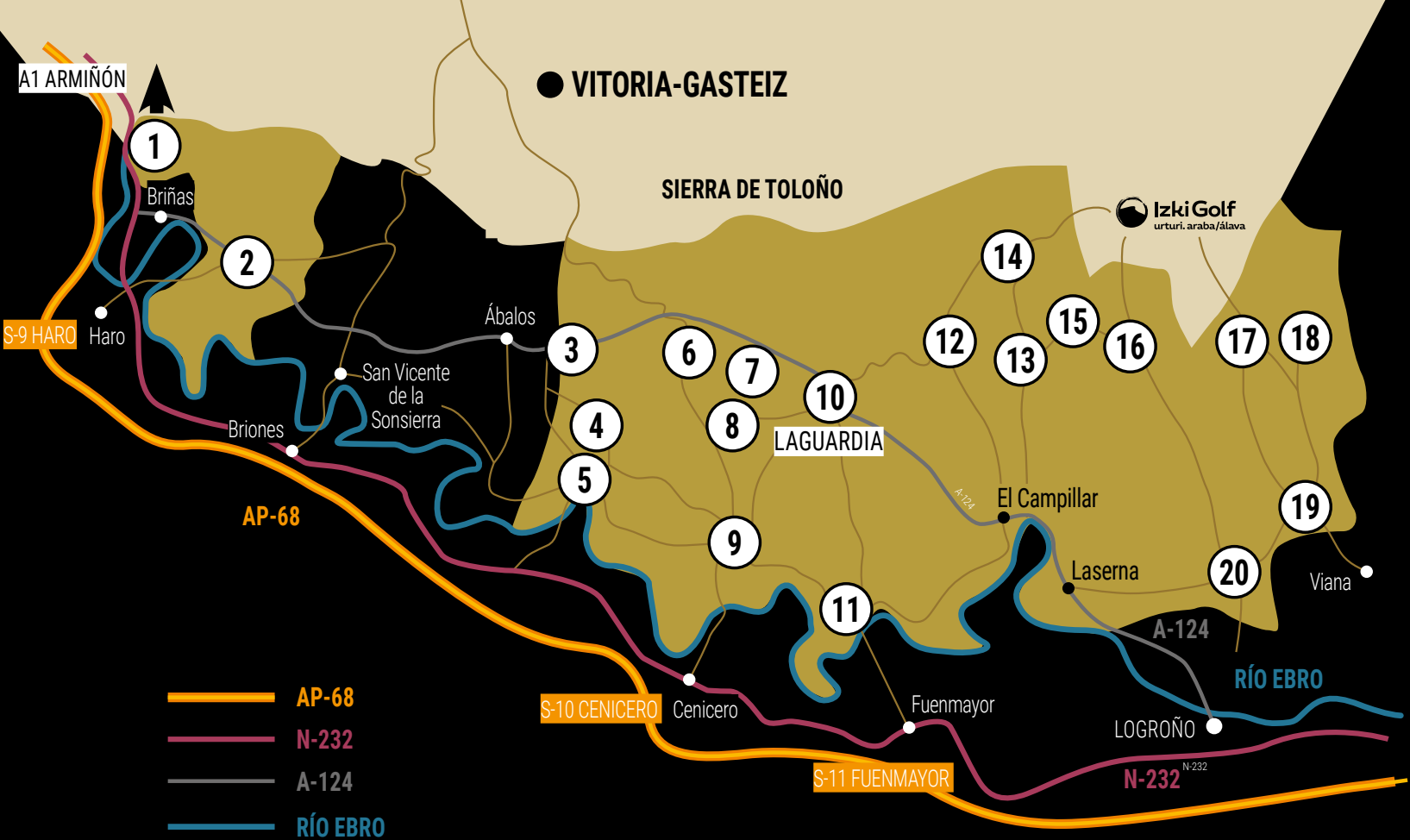
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-  Tourist office
-  Historic building
-  Medieval district
-  Archaeology
-  Panoramic view
-  Nature
-  Oil press
-  Camper parking

1	SALINILLAS DE BURADÓN/ GATZAGA BURADON	  
2	LABASTIDA/ BASTIDA	     
3	SAMANIEGO	   
4	VILLABUENA DE ÁLAVA/ ESKUERNAGA	   
5	BAÑOS DE EBRO/ MAÑUETA	 
6	LEZA	 
7	PÁGANOS	  
8	NAVARIDAS	  
9	ELCIEGO	    
10	LAGUARDIA	     

11	LAPUEBLA DE LABARCA	  
12	ELVILLAR/BILAR	  
13	LANCIEGO/ LANTZIEGO	    
14	KRIPAN	 
15	VIÑASPRE/ BINASPERI	
16	YÉCORA/IEKORA	   
17	BARRIOBUSTO/ GORREBUSTO	
18	LABRAZA	 
19	MOREDA DE ÁLAVA/ MOREDA ARABA	 
20	OYÓN-OION	   



DISTANCES FROM LAGUARDIA TO:

Vitoria-Gasteiz	50 km
Bilbao	110 km
Donostia/San Sebastián	160 km
Logroño	18 km
Madrid	360 km
Barcelona	500 km
Elciego	6 km
Labastida/Bastida	20 km
Oyón-Oion	16 km

— *Don't forget to visit the holiday planning section on our website where you will find updated information on special events and activities organised in Rioja Alavesa throughout the year.*



Scan the QR code or access via the following link:

www.rutadelvinoderiojaalavesa.com/es/planes

visitriojaalavesa.com

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