



WINE
ROUTE
RIOJA • ALAVESA

SEASONAL PRODUCTS



BIOSPHERE
certified destination



araba
à lava



Arabako Foru
Aldundia
Diputación
Foral de Alava



EUSKADI
BASQUE COUNTRY



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RIOJA ALAVESA

A few proposals to enjoy Rioja Alavesa on your next getaway, how to relax and have fun in a unique destination. Choose your company, whether it is with friends, family or a partner, Rioja Alavesa has everything you are looking for and much more.

You will be surprised by our towns, the wineries, the gastronomy, but above all, our people.

Original plans and essential proposals to treat the five senses in a land that lives by and for wine.

Whatever you like, we have a thousand plans on offer: different, fun and unforgettable.



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SPRING PRODUCTS

Flower and market garden produce fair_
Historic Wine Fair_
Bandera del Vino_
El Gaitero (The Bagpiper)_
Wineries at street level_





ELCIEGO/ZIEKO | APRIL

FLOWER AND MARKET GARDEN PRODUCE FAIR

A market is organized in which visitors can purchase different types of products, ranging **from flowers and fruits to horticultural plants or tools for tending the market garden**, including machinery, decoration articles and food related to Basque gastronomy.

There is no shortage of dancing and music. In fact, the celebration is livened up with the participation of the Musical Troupe from the Traditional Carnival of San Sebastian, who take part with the Elciego/Zieko Pipers.

HISTORIC WINE FAIR

Craft market and agri-food, commented tastings, pairings and guided tours are just some of the attractions of this event, born with the aim of **making known the ancestral tradition of wine**, as well as promoting the town of Navaridas and local producers and wineries. Each year the fair is dedicated to a producer country, combining its history and its wines.



BANDERA DEL VINO

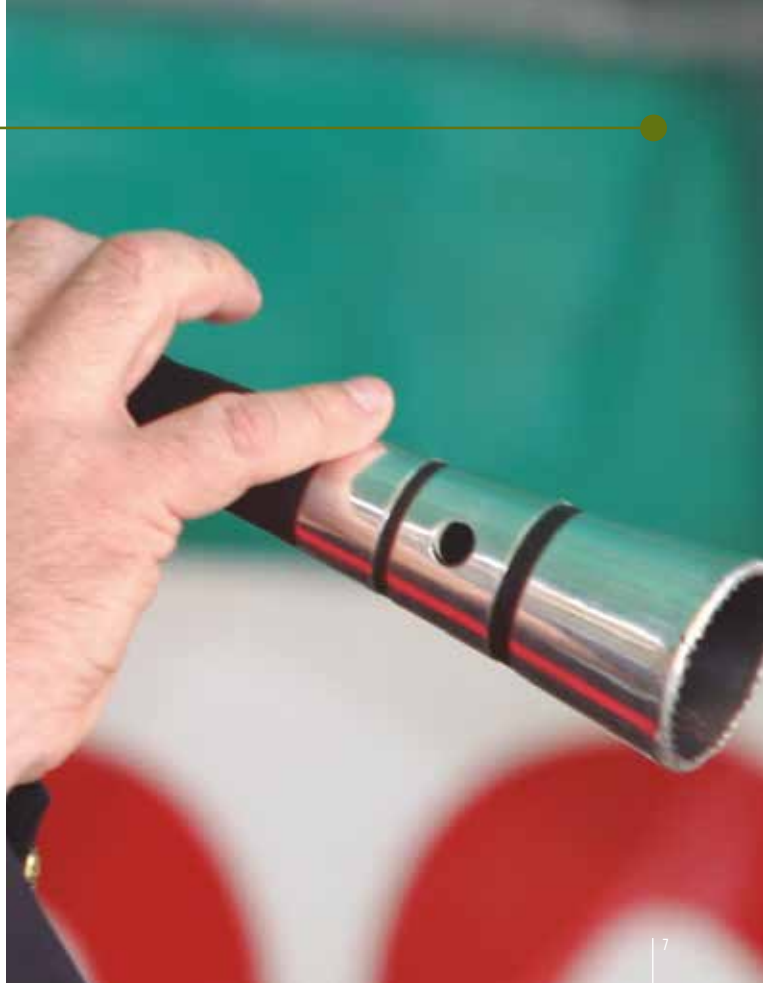
This event **combines the sport of rowing and its skiffs, with the culture of wine, gastronomy and celebration.**

Spread out over two days, it brings together several Rowing Clubs in a display of sculls and a large number of attendees sharing, musical, gastronomy and dance events, but above all, having fun together. With the Ebro River and wine as the main players, the wineries are also present offering a taste of their best wines.

EL GAITERO (THE BAGPIPER)

In May is held the most popular festival in Laguardia, the **birthplace of two types of pipers**. Its medieval flavour is the perfect framework to listen to the dulcet tones of the instrument sounding through the streets.

Pipers from all arts and parts come together to make this day a delight for music fans and professionals alike, enjoying the sound of different groups and troupes.





LABASTIDA/BASTIDA AND SALINILLAS DE BURADÓN/GATZAGA BURADON | JUNE

WINERIES AT STREET LEVEL

Our most western villages take **their wineries to the street so that wine tourists can find out about all their wines.**

The wineries occupy different stands distributed along the main streets, giving those present the opportunity to taste their wines. The purchase of a wine glass at a very affordable price is essential to taste the wines.

SUMMER PRODUCTS

Family tourism_

Lapuebla Rock Fest_

Music among vineyards_

Around the table_

Medieval Pintxos Contest_





RIOJA ALAVESA | ALL SUMMER

FAMILY TOURISM

Discover Rioja Alavesa **with the family and feel at home.** A destination with a multitude of cultural options, as well as nature and varied leisure activities for all the family.

Experience it first-hand with the family.

LAPUEBLA ROCK FEST

Lapuebla de Labarca stages for its public **a showcase of headlining bands as the stars of a rock music festival.**

For two days the most diverse musical styles come together: with rock, punk, reggae, or metal taking the stage.

For a more pleasant festival experience, the organization has provided a camping area in La Póveda, a natural setting next to the Ebro river with the necessary facilities to spend a great weekend (showers, toilets, bars and restaurants...).





RIOJA ALAVESA | JULY

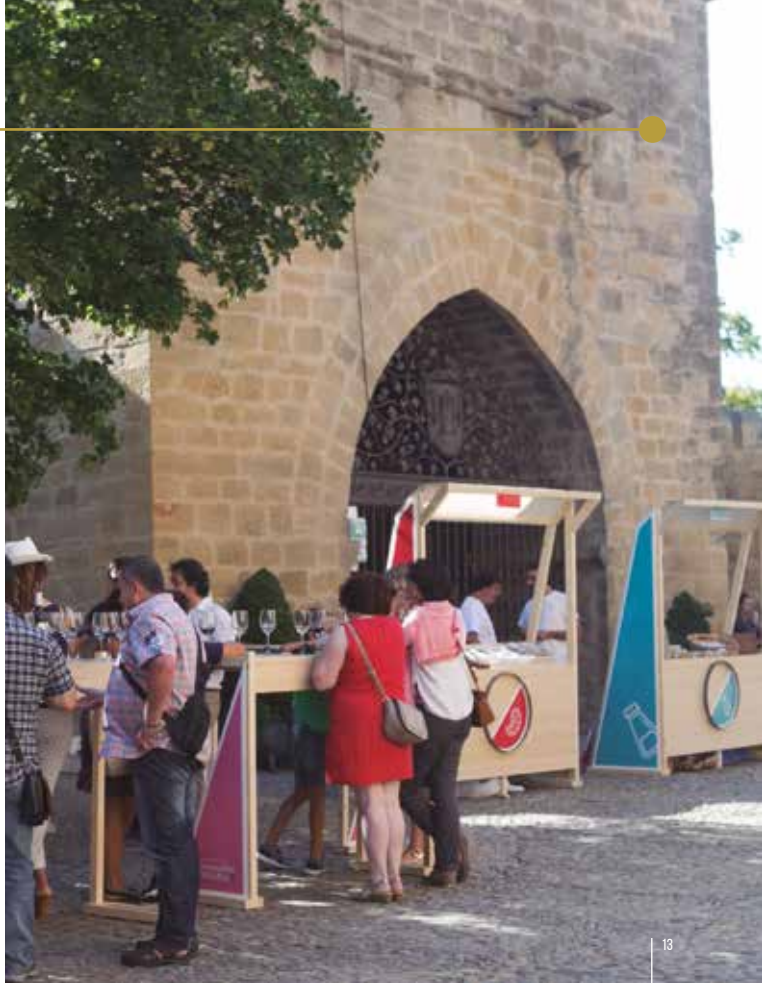
MUSIC AMONG VINEYARDS

The Music Festival, among the Vineyards takes centre stage among the great cultural events during summer in Álava.

Powered by the district of Cuadrilla de Laguardia-Rioja Alavesa, it includes **daily concerts with a jazz, blues or rock backdrop, taking part in dance activities** in emblematic places of the region such as churches, hermitages, recreational spaces, medieval villages... Weekends with summer concerts to enjoy with friends in a landscape surrounded by vineyards.

AROUND THE TABLE

The event, which takes place at the end of July in Rioja Alavesa, includes exhibition areas and tourist information points from different regions of the Basque Country, tastings and stalls selling food products, samples of Basque products and some of the most original and surprising wines of Rioja Alavesa. Organized by the Rioja Alavesa Wine Route and with a **marked sustainable character**, the event comes to end with a final event, 'Sunset & Dine', **a dinner paired in the framework of an idyllic sunset among vineyards.**





RIOJA ALAVESA | END OF AUGUST

MEDIEVAL PINTXOS CONTEST

A **medieval pintxos contest**, in which the key condition is that the proposals are elaborated **exclusively with ingredients** and products that already formed part of the Spanish daily diet **before the discovery of America**, therefore tomatoes, corn, pepper or potatoes, for example, cannot be included.

On the Thursday before the start of the event, the jury determines the winner in the professional category. On the following Monday the awards for the Best Professional Pintxo and Best Popular Pintxo are presented.

AUTUMN PRODUCTS

Harvest Festival_
Dramatized visits_
Rioja Alavesa's Half-marathon_
Rioja Alavesa Wine Run_
GR-120. The Ignatian Way_





RIOJA ALAVESA | SEPTEMBER

FIESTA DE LA VENDIMIA

This celebration was born out of the desire by those residing in the Cuadrilla district to enjoy some days dedicated to the **exaltation of their most representative product** socially and economically: wine. The character of those from Álava is strong and attractive.

In addition, as it tours the area, it is hosted by a different location each year, which means that **the entire region participates, revitalising its contents year after year.**

DRAMATIZED VISITS

Journey back to the past and take part, live and in situ, in the evolution of the lives of the characters in different medieval villages of Rioja Alavesa, in its most noteworthy buildings.

Stories with humour to be enjoyed with whoever you choose: friends, your partner, or the family. Secrets, curiosities, funny anecdotes that will ensure your visit to our towns provides you with a **new outlook with which to discover even more delights in Rioja Alavesa.**





SAMANIEGO | SEPTEMBER

RIOJA ALAVESA'S HALF-MARATHON

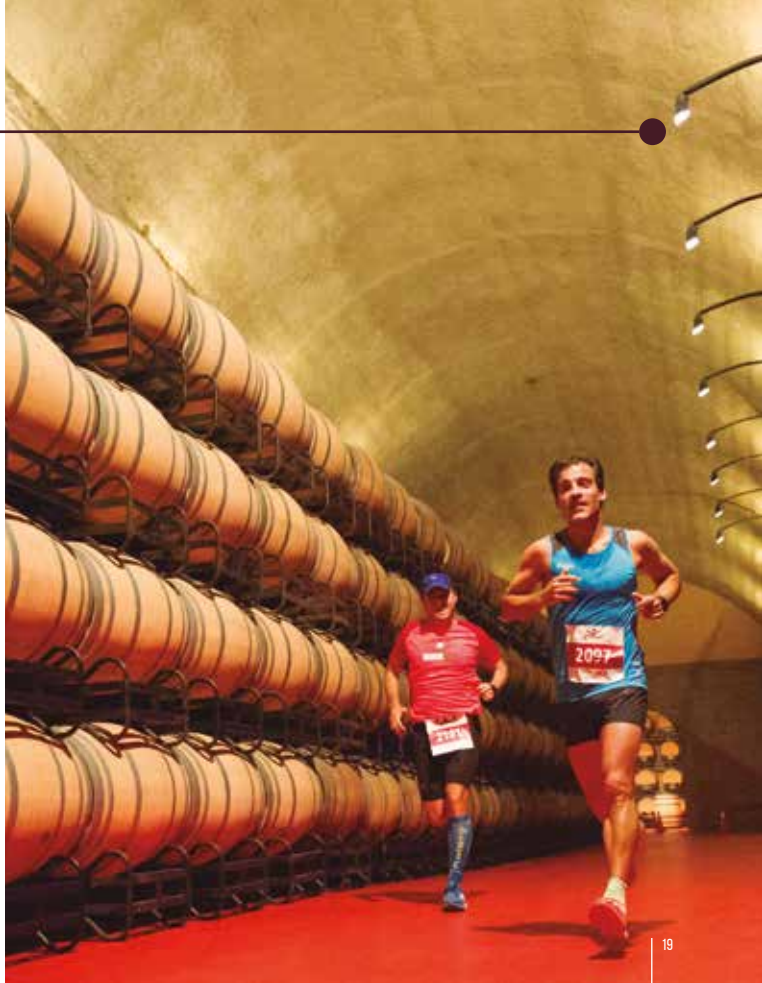
Multidisciplinary sports event that combines different events: half-marathon, a fun run, a kid's race, roller-blading and Nordic walking.

Already consolidated as hailing the beginning of autumn and as a **preparation for the season ahead**, the race has around 500 athletes taking part, starting and finishing in Samaniego. Each year the routes are modified to showcase the landscape and the medieval towns in the surrounding areas.

RIOJA ALAVESA WINE RUN

A sporting challenge dedicated to wine. The Wine Run is an initiative that was born in Lanzarote thanks to the Island Council and Kenneth Gasque, the founder of Lanzarote Ironman. As well as the 20 km race and a 12 km race, there is also an event in which you can also participate in a fun walk among the vineyards and wineries.

Rioja Alavesa Wine Run aims to **promote Rioja Alavesa and reclaim its tradition and culture** of family wineries with small century-old estates, at the foot of the Sierra de Cantabria forming small hills and hidden places. An exceptional setting that breathes tradition and beauty in a unique pairing with sport.





KRIPAN-ELVILLAR-BILAR-LAGUARDIA-LAPUEBLA DE LABARCA
2ND SUNDAY IN NOVEMBER

GR-120 THE IGNATIAN WAY

The Ignatian Way **recreates the route travelled by Ignacio de Loyola** on his pilgrimage in the year 1522, from his home in Loyola to the Cova de Manresa, a route that crossed the easternmost lands of Álava. A tour that not only **promotes religious tourism throughout several localities of the region but also nature, the landscape, the company of other hiking lovers while enjoying special places such as churches, dolmens, lagoons...** This tour is accompanied by four generous refreshment stops, which naturally, include Rioja Alavesa wine.

WINTER PRODUCTS

GR-38. The Wine and Fish Route_
Christmas_
Uztaberri Eguna_
The Rioja Alavesa oil Celebration_





LAGUARDIA-OYÓN-OION

1ST SUNDAY AFTER THE BANK HOLIDAY AT THE START OF DECEMBER

GR-38: THE WINE AND FISH ROUTE

From the vineyards in Oyón-Oion to the port of Bermeo, the **GR-38 enables Euskadi to be crossed from south to north**, travelling through landscapes as diverse as they are captivating. Throughout this great route, we will have the chance to identify the history of our ancestors.

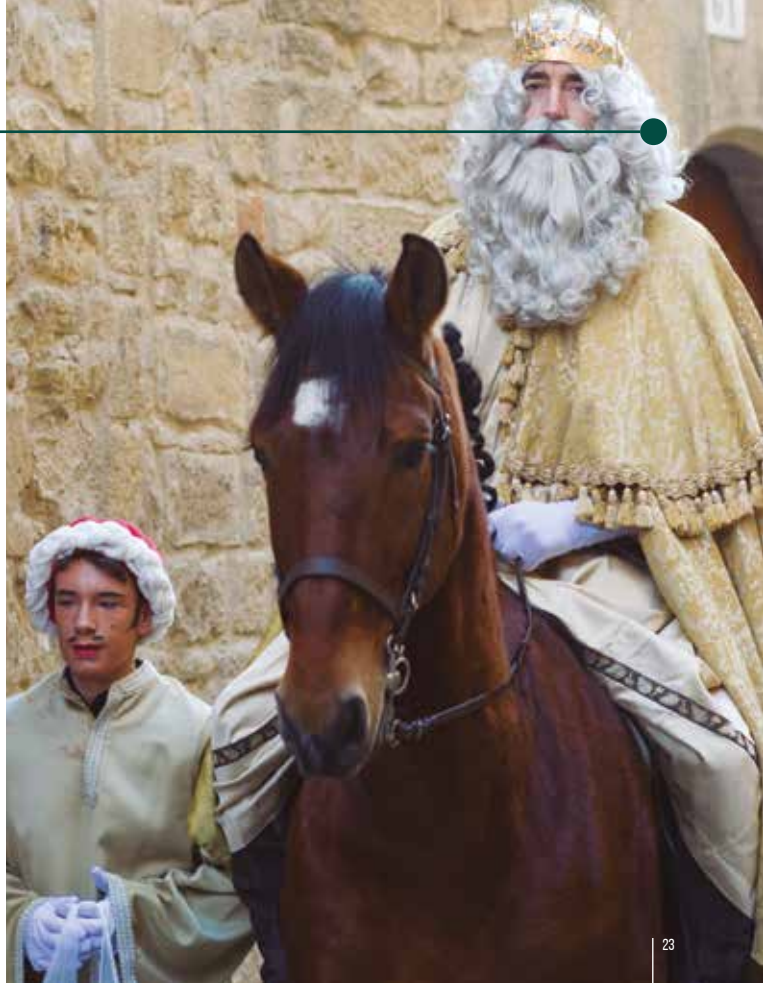
Once used by muleteers, the road still harbours the aroma of the merchandise carried along it. From the ports of Bermeo, Ondarroa and Lekeitio the carters left with their mules **loaded with fresh** and salted fish. On their return trip, their **packs were loaded with wheat, salt, vinegar and wine**.

CHRISTMAS

Although spending your holidays at home for the festive season is a good option, it is becoming **more fashionable to travel** and experience them in other destinations.

Rioja Alavesa celebrates different traditional activities before and after the festive days: living cribs, Christmas concerts, traditional religious dances, the arrival of Olentzero (the Basque gift-giver) and The Wise Men... or even: special tastings, masquerade parties, special menus, offers in its stores, visits to wineries with **themed nativity scenes and much more.**

Come to Rioja Alavesa and **experience this child-like excitement.** another way to enjoy the Christmas atmosphere.



UZTABERRI EGUNA

Conference dedicated to the dissemination of **culture of wine and traditional products and customs** of Lapuebla de Labarca, in which wineries in the town participate by opening their doors to visitors offering the wines of the new harvest.

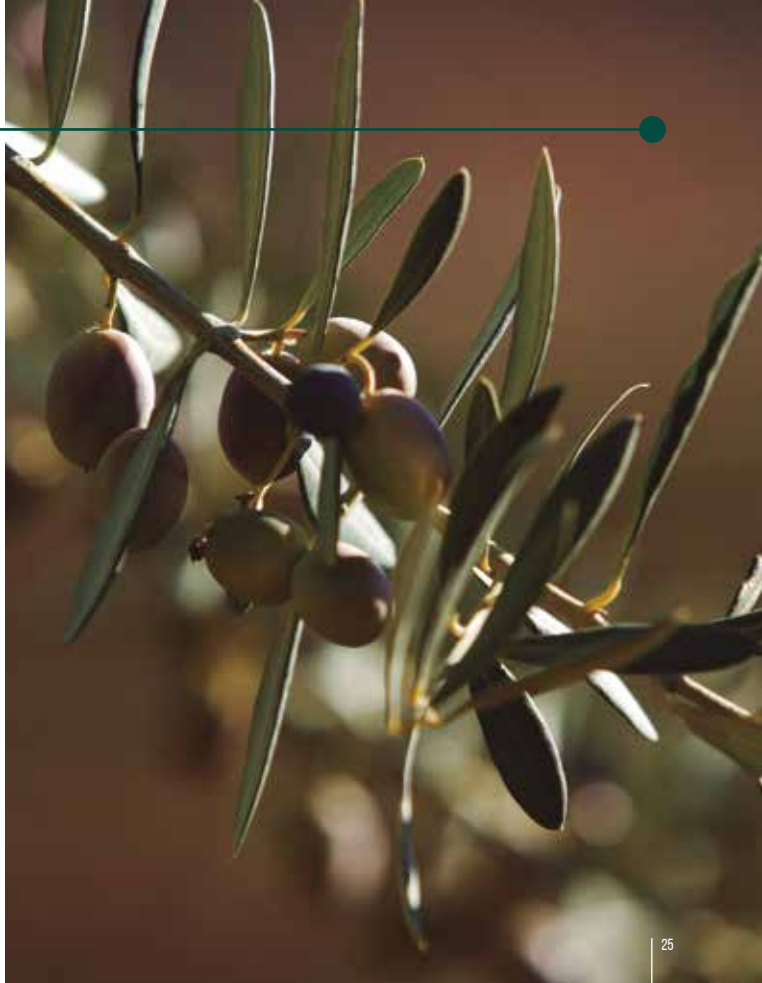
At the end of the day the txokos (gastronomic societies) are home to samples of handmade products such as soap, **grape syrup - sweet product obtained from boiling grape** must, olives, oil, balsamic vinegar and doughnuts.

The star of the fair is **tasting the "bolo"**, a typical dish from the town whose main ingredient is rice, accompanied by cod, potatoes and chorricero pepper .

THE RIOJA ALAVESA OIL CELEBRATION

Throughout the weekend, different **activities related to oil** are organised. noteworthy is the presentation of the new harvest. **An extra virgin olive oil of the arroniz variety**, typical from Rioja Alavesa, highly valued in the kitchens of prestigious restaurants.

Guided tours of the olive presses, popular tastings and product sales complete a few days dedicated to a treasure that is becoming increasingly important both in terms of production and promotion.





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