



# DISCOVER WINE TOURISM



# BARCELONA IS MUCH MORE



**BCN+** **Barcelona**  
*is much more*

 **Diputació  
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# DISCOVER THE JOYS OF WINE TOURISM

Although it may seem a modern form of tourism, wine tourism has actually been popular in the Barcelona regions for some time.

Back in the early 20th century, our grandparents visited the cellars in a covered trap that ran between the train station and the winery. Another popular custom was to go to a winery on public holidays, where, if you bought something, they would let you cook your own food.

That's a thing of the past now and many wineries cater for organised tours, not just to promote their products, but also to familiarise visitors with the world of wine and *cava*. Some establishments, country houses and winery hotels offer programmes that enable visitors to join in with the work, enjoy wine therapy treatments and take part in tastings and pairings with wine as the star. And for those who like to keep moving, wine tourism offers the chance to do some hiking or cycling on signposted paths through vineyards a stone's throw from Barcelona.

Thanks to all this, **Barcelona is much more:** a destination full of surprises!

If you are a lover of fine wine or simply curious about them, you should know that Barcelona has five designations of origin: Penedès, Alella, Pla de Bages, Catalunya and Cava. Each of them produces high-quality wine and *cava*. At some wineries quality wine is coupled with beautiful architecture because they are either Art Nouveau buildings from the early 20th Century or avant-garde structures designed by prestigious architects.

## PHOTOGRAPHS:

Caves Codorníu, Sant Sadurní d'Anoia

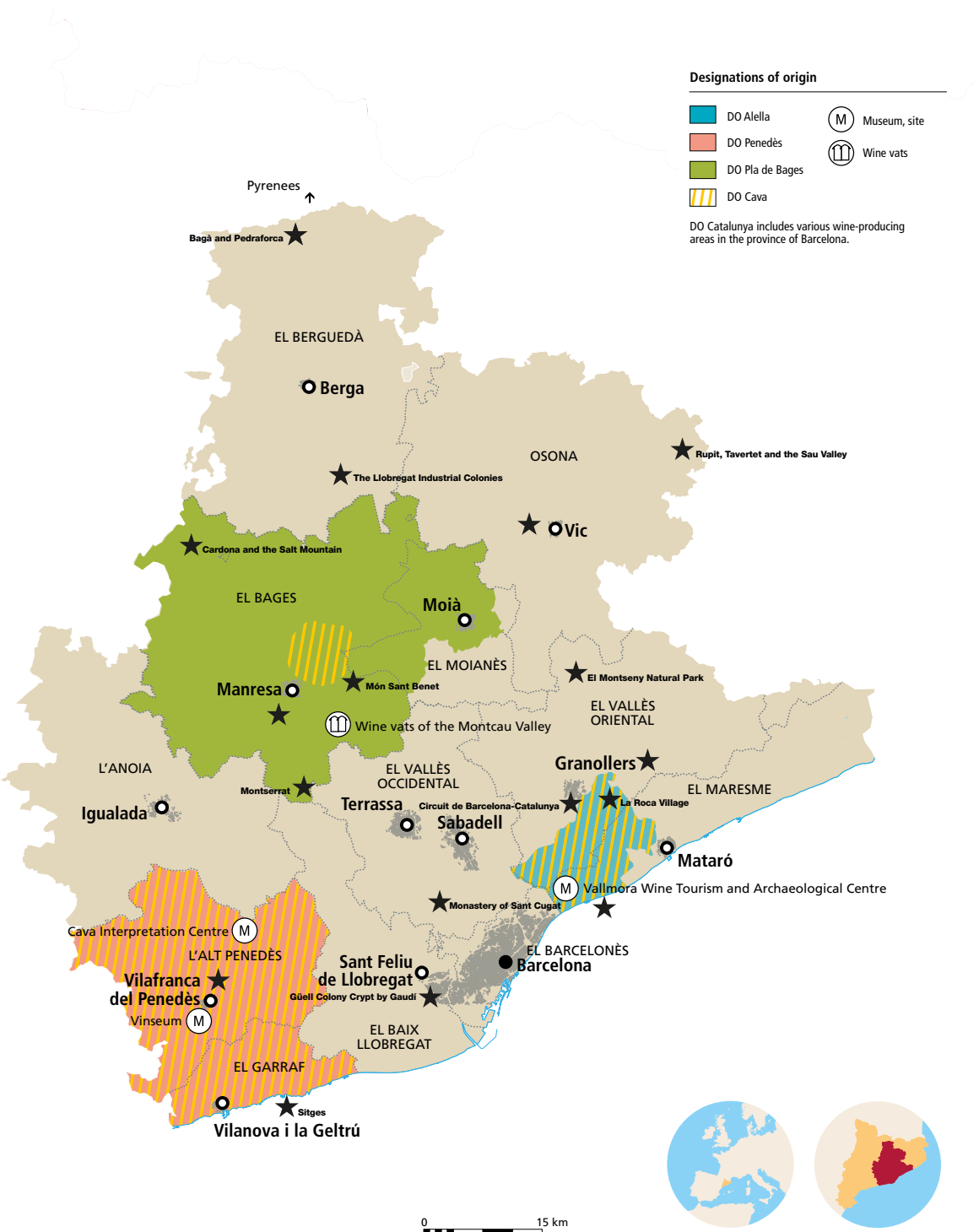
Caves Codorníu, Sant Sadurní d'Anoia

Vineyards, Vilassar de Dalt

Mas de Sant Iscle, Sant Fruitós de Bages

Caves Freixenet, Sant Sadurní d'Anoia

Vineyards, El Penedès



# DO Penedès

Located between the Catalan Pre-coastal Range and the Mediterranean shore, the sun and the sea breeze make this privileged land on which to grow vines. The gently undulating terrain, with numerous microclimates, has been the birthplace of large family concerns that for centuries have worked the land and today export wines and *cava* all over the world.



Xarello is the most widely grown grape variety in the DO Penedès region and is perfectly adapted to its soil and climate. It therefore constitutes one of its most distinguishing features. If you taste the elixir that is extracted from this grape, you will enjoy young wines that are smooth yet have body, good acidity and excellent alcoholic strength and are fruity and aromatic, and hearty aged wines that are long and warm with a mineral finish and marked varietal expression.

## For the curious...

The **VINSEUM** (Museum of the Wine Cultures of Catalonia) is in the heart of Vilafranca del Penedès. It will take you on a journey through the history of wine, from its beginnings to the present, and from the vine to the sensory explosion that is tasting.

[www.vinseum.cat](http://www.vinseum.cat)



## PATHS AMONGST THE VINEYARDS

El Penedès has plenty of signposted hiking and cycling paths. El Penedès 360° has a unique offering amongst the vineyards. It has wine tourism activities that you can book, a guide to all you can do and to all the establishments, visits to wineries for their architectural and cultural heritage, and guided walks.

The town of **Subirats** in L'Alt Penedès is proof of this; the council website features a number of routes. **Sant Sadurní d'Anoia** also suggests a route through the town to take in the Catalan Art Nouveau of architect Puig i Cadafalch, along with a dramatised tour that takes us back to the origins of *cava*. **Vilafranca del Penedès** has a range of trails and visits for all audiences, that you can do on foot or by bicycle.



### What else can you do?

Spending a weekend in the DO Penedès region means discovering a world of sensations that will help you to break with routine. Activities such as wine tastings and pairings, festivals, visits to wineries and cellars, cultural routes, adventures amongst the vineyards and romantic getaways can be combined with visits to museums and wine and *cava* interpretation centres and to natural areas.



[www.enoturismepenedes.cat](http://www.enoturismepenedes.cat)  
[www.dopenedes.cat](http://www.dopenedes.cat)

# DO ALELLA

This DO region covers El Maresme and El Vallès Oriental, 15 km north of Barcelona, and is one of the smallest and oldest designations of origin in the Iberian Peninsula.



Due to its small size, its wineries make small amounts of high-quality wines. The whites, known historically as wines of the Barcelona middle class, have been joined by reds, rosés, sweet and sparkling wines that, along with fantastic *cavas* produced here, account for over ninety labels with small exclusive productions.

## For the curious...

In what is now Teià, a town near Alella, the Romans made wine that they exported all over the Empire. The press and cellars of the **Vallmora Wine Tourism and Archaeological Centre** are open to the public, as is an interpretation centre where you can find out not only the age of Alella wines, but also the connection between the arrival of the Romans and wine throughout Catalonia.





[www.doalella.cat](http://www.doalella.cat)

[www.enoturismedoalella.com](http://www.enoturismedoalella.com)

## PLEASANT STROLLS

You can take a number of walks from Alella or any town in the DO Alella region that go through Serralada Litoral Park. Most of the trails are over gently undulating terrain with crop fields delimited by Mediterranean woodland where a number of farmhouses survive, converted into restaurants serving traditional fare. Stroll along the paths and enjoy a fine dish of char-grilled meat and jacket potatoes at the end of it.

## What else can you do?

Eight wineries and just over three hundred hectares of mostly organic vineyards—featuring the *pansa blanca* or Xarello, a gem amongst the grape varieties grown here—make up this small DO area of urban origin and great landscape value. Its closeness to Barcelona means you can easily visit the wineries—some in Catalan Art Nouveau style, others of daring design—in one day and enjoy tastings and pairings or a sit-down meal amongst the vineyards, with a wine art workshop for the kids.



# DO PLA DE BAGES

The strength of the land is most strongly expressed in this DO region in El Bages in Catalunya Central. Wine production in DO Pla de Bages takes place amongst mountains such as Montserrat, the Castelltallat and Sant Llorenç del Munt i l'Obac ranges, and the Montcau massif. Some of these mountain areas have natural park status, which means they are famous not only for wines but also for the scenery.



If you like fruity white wines with a fresh aroma and strong personality, you must visit this area. The native grape variety is the *Picapoll*, found in most of the 550 hectares of this DO region. It is the only place in Spain where it is grown. You can taste the results in some of the DO Pla de Bages wineries.

## For the curious...

The **Casa de la Culla** in Manresa, the capital of the DO Pla de Bages region, was the site of wine production until the 19th century. Currently the headquarters of the DO Pla de Bages Regulating Council, this farmhouse is now home to a nature school and a DO product tasting centre.

[www.dopladebages.com](http://www.dopladebages.com)

[www.bagesterradevins.cat](http://www.bagesterradevins.cat)







## What else can you do?

In El Pla de Bages, along with the vineyards and wineries, tours take in vineyard huts and wine vats, which date back to the mid-18th Century, when this was a great wine-producing area.

The valleys of Montcau conserves the most huts and vats and, in recent years, has undertaken a rehabilitation programme that has enabled many to be restored.

Today, a trip through El Pla de Bages is an

opportunity to learn about these constructions, nearly 4,000 of them, that are still standing or are being restored.

The **Ruta de les Tines** or Vats Trail can be done on foot or by bicycle and takes you to these old constructions linked to the world of wine in the valleys of Montcau, but if you prefer to drive, take the **Ruta dels Cellers**, or Wineries Route, to discover the activities on offer at each winery.



# DO CAVA

*Cava* is synonymous with celebration and is a traditional drink in Catalonia, which quickly became very popular in the rest of Spain and the world. The DO Cava region practically covers L'Alt Penedès, where 95% of production is concentrated, plus part of the Bages and Maresme regions.



Many *cava*-related events take place throughout the year. It is very unlikely that a visit to the region, whose capital is Sant Sadurní d'Anoia, won't coincide with one of them. Go to a winery and venture down into the depths to check on the progress of the *cava* bubbles. You'll be rewarded with a glass of this splendid beverage. You can visit wineries in Catalan Art Nouveau style or of avant-garde design, along with small family farms that produce *cava* of extraordinary quality.

Check them out online or drive around until you find one you fancy and off you go.

## For the curious...

The *cava* capital, Sant Sadurní d'Anoia, is home to the **Cava Interpretation Centre**, which can reveal all the secrets of the drink. Immerse yourself in its history and taste all its values, nuances and flavours. Learn about the origins of *cava*, details of the history of the vineyards, the architecture, major figures in the wine industry, the spirit of celebration and this feast for the palate.

[www.enoturismepenedes.cat](http://www.enoturismepenedes.cat)

[www.enoturismoaella.cat](http://www.enoturismoaella.cat)

[www.bagesterradevins.cat](http://www.bagesterradevins.cat)





## What else can you do?

La **Setmana del Cava**, or Cava Week, has been attracting thousands of people to Sant Sadurn d'Anoia, early in October, since 1982. Parades, exhibitions, food and tastings are the mainstay of the festival, which also features the selection of the Cava Ambassadors and new members of the Cava Guild, who must swear eternal allegiance to Catalan *cava*.



# AN EXPERIENCE FOR YOUR SENSES: DISTILLED SPIRITS

In the 19th Century many families emigrated in search of better living conditions. Those that returned having made their fortune—known as *indians* or *americanos*—built fine mansions and set up businesses sometimes related to what they had learned in the Americas.



Such was the case of Facundo Bacardí Massó. **Casa Bacardí**, housed in Sitges Old Market (*Mercat Vell*), reveals the history of the town and its relationship with the *americanos*. At the end of the tour you can even learn how to make cocktails!

You may also be surprised by the tour of the **Anís del Mono** distillery in Badalona. Founded in 1869, it has been in production for over 140 years and is one of the most popular brands of anisette in the world. The distillery, with Art Nouveau features, contains many curiosities, such as why Darwin's face was chosen as the brand's image or why the Anís del Mono bottle has a diamond pattern.



[www.casabacardi.es](http://www.casabacardi.es)  
[www.anisdelmono.es](http://www.anisdelmono.es)

## For the curious...

As you may know, *ratafia* is a sweet, aromatic liqueur which is perfect after a good lunch or for flavouring stews and sweet dishes, so it's a good idea to always have some in. At the **Cardedeu Museum** they make it according *iaia* Maria's, or Grandma Mary's, recipe, which includes anisette, green walnuts and a series of aromatic herbs and spices that grow locally. They make it according to tradition, taking advantage of the old May moon and leaving it to stand in the open air for more than two months. The result ... you'd best taste it for yourself!



[www.museudecardedeu.cat](http://www.museudecardedeu.cat)



## What else can you do?

There's no doubt that the Romanticism of the 19th Century left its mark on the region of El Garraf, which is still apparent today in its cultural heritage.

The Romanticism museums **Can Papiol** in Vilanova i la Geltrú and **Can Llopis** in Sitges speak of old landowning families and others who were merchants dealing in wine, *eau de vie* and Malvasia wine, lawyers, historians and diplomats, all wrapped up in velvet curtains, plush furniture and art collections.

[www.museucanpapiol.cat](http://www.museucanpapiol.cat)  
[www.museusdesitges.cat](http://www.museusdesitges.cat)



# ARCHITECTURE IN THE WORLD OF WINE

Interest in visiting wineries is due, not only to the wines and *cavas* they produce, but also to their architectural heritage. In the late 19th and early 20th Centuries, with the rise of the cooperative movement, many monumental buildings were constructed in Catalonia for the storage and distribution of local produce. Some were designed specifically for wine production and making the unloading and handling of grapes, and the pressing, fermentation and ageing processes, as easy and straightforward as possible.





Architects of the time such as Cèsar Martinell, Josep Puig i Cadafalch, Pere Domènech i Roura and Jeroni Martorell, amongst others, built what Àngel Guimerà described as genuine ‘wine cathedrals’. A visit leaves no one unmoved.

Other wineries are on family farms, farmhouses built from the 15th Century onwards, that blend perfectly into the environment and are part of the scenery of each region. Finally, there are the avant-garde wineries that are the result of a more creative vision, adapted to new technological processes.

For all these reasons, **the true heritage of the wineries is their own history**. Families that have grown grapes for generations conserve the family tradition, which is the legacy, heritage and identity of this land.



[www.freixenet.es](http://www.freixenet.es)  
[www.codorniu.es](http://www.codorniu.es)  
[www.alellavinicola.com](http://www.alellavinicola.com)  
[www.altaalella.wine](http://www.altaalella.wine)

# FAMILY ACTIVITIES



Although one might think that the world of wine is unsuitable for under-18s, there are plenty of fun activities for youngsters, such as grape treading at harvest time, festivals at which wine devils spew fire, carriage rides through the vineyards and dramatised tours.



In addition to tours, many accommodation establishments, country houses and winery hotels offer programmes that enable visitors to join in with the work at certain times of the year, massages and wine therapy treatments for mind and body at their spas that make the most of the antioxidant properties of grape extract.



[www.enoturismepenedes.com](http://www.enoturismepenedes.com)

[www.costadebarcelonamaresme.cat](http://www.costadebarcelonamaresme.cat)

[www.bagesterradevins.cat](http://www.bagesterradevins.cat)



# WINE TOURISM ALL YEAR ROUND

Vines grow in open spaces and, in themselves, constitute an important landscape that changes with the seasons. In winter they rest and work involves pruning the vines and oxygenating the soil; in spring the first shoots appear and they need to be thinned out to leave only the strongest; in summer the leaves are at their greenest, whether they are trained using the *gobelet* or the *espalier* technique; in late summer and early autumn the vineyards are a hive of activity, because it's harvest time.





The cycle of the vineyards, oddly enough, is linked to food and festivals. If you go to a DO region in Barcelona province at the end of summer, you'll easily find an event tied to harvest time. In winter, the pruned branches are the perfect fuel for roasting *calçots* (spring onions) or artichokes and char-grilled meat. Whatever the season, Mother Nature will have something tasty for you to enjoy!

After the frenzy of the harvest, the vineyards reward visitors with the colours of their leaves before they fall. Wine is at the centre of a whole programme of festivals that take place in the DO regions of Barcelona.



## SPRING

In March, in early spring, it's time for **Decanta**, a festival of music and signature wines and *cavas* that proposes pairings between singer-songwriters and wines and *cavas* from El Penedès wineries, based on sensory and conceptual parallels. The festival also features activities such as the Taverna Musical, presentations of books on wine and music, winery tours.



In early June, food and wine are the stars of the **Tast Tiana**, a festival that features food and wine tasting, musical performances, DO Alella winery tours, cookery competitions, Cinefòrum, a creative chocolate workshop, wine presentations and a street shopping fair.



## SUMMER

Throughout July, the **Vinyasons Festival** champions small venues with a programme of music, theatre and dance in some of Catalonia's most emblematic wineries. Having started in El Penedès, it has gradually incorporated other DO regions, such as Pla de Bages and L'Empordà.



Early in July, Vilafranca del Penedès hosts **Vijazz**, a festival that combines wine and live jazz, a perfect pairing. The festival usually takes place over three days at the weekend and over 300 products from the most representative DO Penedès wineries are available to sample. All accompanied by a varied jazz programme. Perfect for getting in the groove!



In August you can enjoy the **Mostra Gastronòmica, Comercial i d'Artesans de Cabriels**, which has consolidated itself over 25 years as a top-level food, economic, tourist and social event where you can sample the region's most representative dishes, wines and *cavas*.





The first weekend in September, Sant Sadurní d'Anoia holds the **Phylloxera Festival**, which commemorates how the town survived the terrible plague that decimated the vines at the end of the 19th century. The true stars of the festival are music and fire. A huge model of a *phylloxera aphid* spews fire from all sides!

In Alella, the **Festa de la Verema** (Grape Harvest Festival) takes place at the beginning of September and, along with music, theatre, a parade and activities for the kids, consists of a food and wine fair where wineries presents their latest products and restaurants their creations. The cost of a ticket includes a wine glass and tastings of food, wine and *cava*.



Sitges also has its **Grape Harvest Festival** at the beginning of September, with wine treading contests, a wine fountain and a food and wine fair in Passeig de la Ribera, where the sea is the star along with the wine.

In late September don't miss DO Alella Week, with guided tours of the wineries, tastings, pairings with chocolate, segway visits to the vineyards, dramatised tours, poetry, cinema, photography and more.

## AUTUMN

In early October, **Cava Week** attracts thousands of people to Sant Sadurní d'Anoia. Parades, exhibitions, cuisine and *cava* tasting are the main activities.

The **Festa de la Verema d'Artés**, another grape harvest festival in DO Pla de Bages, takes place on the first weekend in October.

Along with the latest products from wineries, the festival features shows in the streets, product tastings, a parade and prizes for conservation of vineyard huts and wine vats, some the region's most prized architectural heritage.

In mid-November, the **Most (the Penedès Wine and Cava International Film Festival)**, showcases the best audiovisual work related to vine, wine and *cava* culture. It toasts good cinema by screening unreleased films by great directors along with an ample selection of shorts.



And let's not forget that November is the month when many wineries and towns celebrate the arrival of young wine, the first of the season: a crisp, pleasant, light wine that has had scarcely any contact with a cask. Wineries open their doors to visitors to let them taste the latest harvest.

For more information, visit our website: [www.barcelonaismuchmore.com](http://www.barcelonaismuchmore.com)

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