

11 Stroll through
In addition to its renowned bars and restaurants, the Haro capital preserves many noble buildings and facades and emblems. The Rioja Museum of Contemporary Art (MURCO) is located in an old fortified tower that invites you to take a relaxed stroll very close to La Paz Square.

12 Convent of San Agustín
Built during the 16th century, after the expedition it has been used as a prison, school and hospital. After being restored, it is now the Haro capital.

13 Town Hall
From the 18th century, the bottom level having arches that support the entablature and facade. It is the heart of the city, where the Town Hall and other main buildings are located, such as the **Palatina Palace**. There is a pavilion level with a continuous balcony and another tower in the center.

14 Church of Santo Tomás
A traditional street with the restaurants and bars of Haro where you can enjoy the best traditional Rioja dishes. It consists of three naves with the same height and a tower at the base.

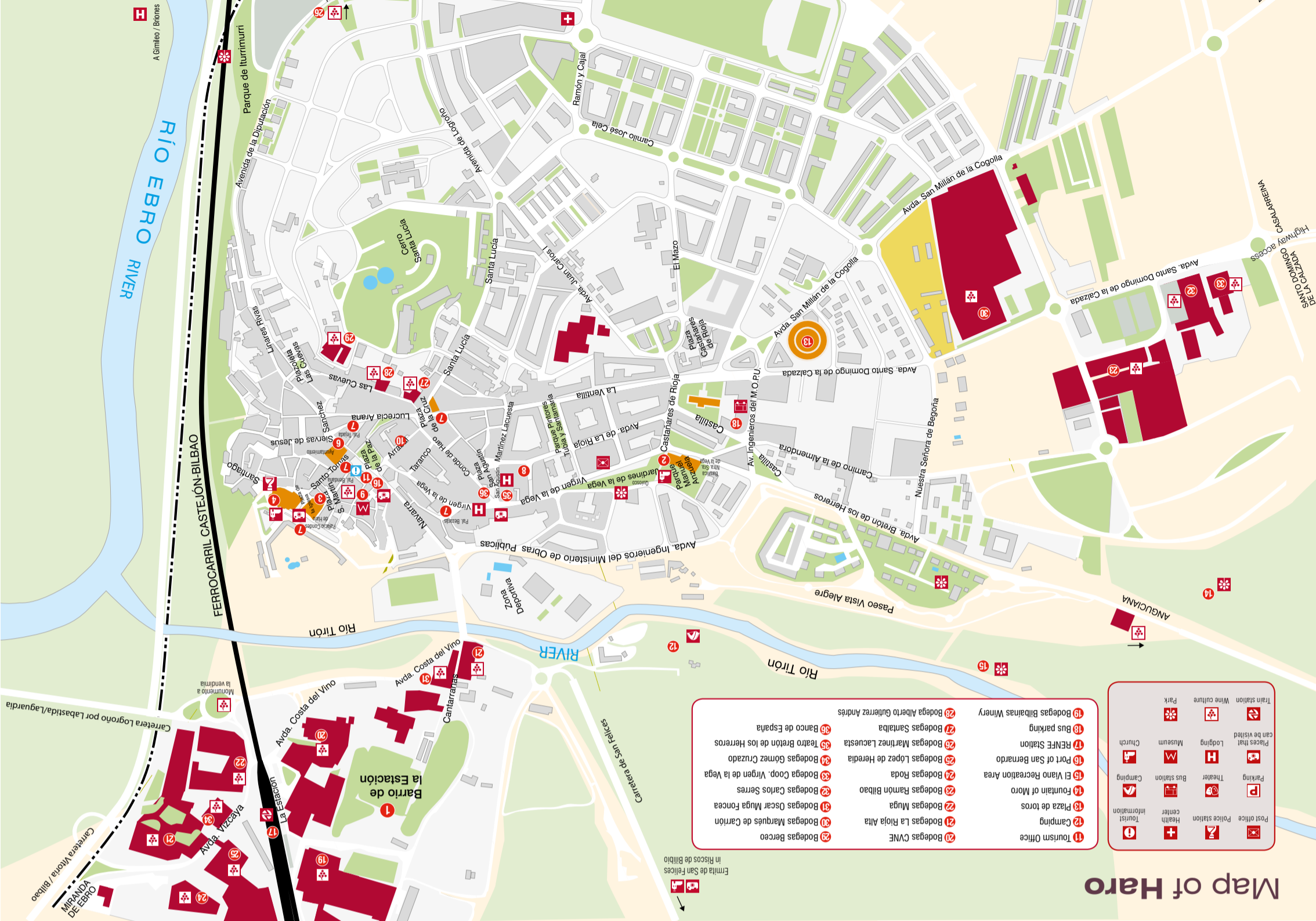
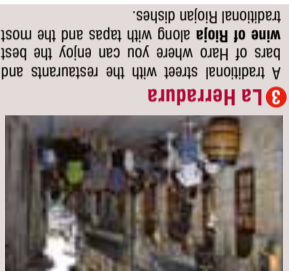
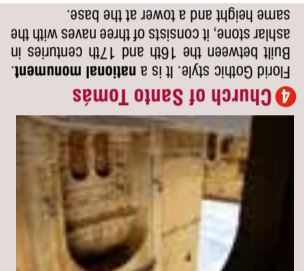
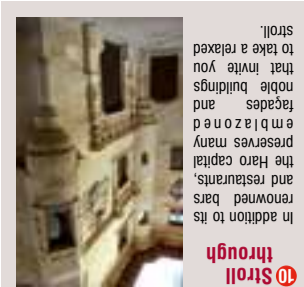
15 Basílica of Our Lady of the Vega
Built with ashlar stone, masonry and brick, it contains the image of the Patroness of Haro, the **Virgen de la Vega**. Many of them offer tours and it is worth visiting the great brands of Rioja.

16 Palaces
They show Haro's economic strength, starting from the 16th century. The most noteworthy ones are: **Condes de Hara**, **Tejada**, **Bezales**, **de la Paterna**, **de los Condes**, **Crúz de los Condes**. Recently restored, it is now the Hotel Los Agustinos.

17 La Paz Square
This is the heart of the city, where the Town Hall and other main buildings are located, such as the **Palatina Palace**. There is a pavilion level with a continuous balcony and another tower in the center.

18 La Herradura
A traditional street with the restaurants and bars of Haro where you can enjoy the best traditional Rioja dishes. It consists of three naves with the same height and a tower at the base.

19 The Station Quarter
It brings together most of the century wineries of La Rioja. Many of them offer tours and it is worth visiting the great brands of Rioja.



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| 11 Tourism Office | 12 Bodegas CVNE | 13 Bodegas Berceo | 14 Bodegas La Rioja Alta | 15 Bodegas Oscar Muga Forcaea | 16 Bodegas Ramon Bilbao | 17 Bodegas Muga | 18 Bodegas Muga | 19 Bodegas Oscar Muga Forcaea | 20 Bodegas Ramon Bilbao | 21 Bodegas Muga | 22 Bodegas Muga | 23 Bodegas Oscar Muga Forcaea | 24 Bodegas Ramon Bilbao | 25 Bodegas Muga | 26 Bodegas Muga | 27 Bodegas Oscar Muga Forcaea | 28 Bodegas Ramon Bilbao | 29 Bodegas Muga | 30 Bodegas Muga | 31 Bodegas Oscar Muga Forcaea | 32 Bodegas Ramon Bilbao | 33 Bodegas Muga | 34 Bodegas Muga | 35 Bodegas Oscar Muga Forcaea | 36 Bodegas Ramon Bilbao | 37 Bodegas Muga | 38 Bodegas Muga | 39 Bodegas Oscar Muga Forcaea | 40 Bodegas Ramon Bilbao |
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| Post office | Police station | Health center | Information | Tourist | Camping | Plaza de toros | Fontain of Moro | El Viano Recreation Area | Port of San Benarado | El Viano Recreation Area | Port of San Benarado | El Viano Recreation Area | Port of San Benarado | El Viano Recreation Area | Port of San Benarado | El Viano Recreation Area | Port of San Benarado | El Viano Recreation Area | Port of San Benarado | El Viano Recreation Area | Port of San Benarado | El Viano Recreation Area | Port of San Benarado | El Viano Recreation Area | Port of San Benarado | El Viano Recreation Area | Port of San Benarado | El Viano Recreation Area | Port of San Benarado |
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Visits are a Must!



- PICTOGRAMME**
- St. James's Way
 - Church, chapel
 - Museum / Interpretation center
 - Archaeological heritage
 - Castle or Fortification
 - Historical Bridge
 - Picturesque view
 - Tourism Office
 - Restaurant
 - The Romanesque of Tiron
 - Hotel Lodging
 - Rural house
 - Camping
 - Gas Station
 - Natural Resources
 - Monastery / Convent
 - Wine tourism
 - Golf Course
 - Scenery of interest

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LA RIOJA
TOURISM

Gobierno de La Rioja

Noviembre 2019
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LA RIOJA
TOURISM

Haro
and region

La Rioja,
auténtica

Discover Haro

Welcome to what is undoubtedly the region that is the most closely tied to wine in all of northern Spain. Upon entering the region of Haro, you are welcomed-in by the sea of vineyards that surround this Rioja city. This is where **the wineries** are found, which have been the source of the most famous wines of Rioja, with names and legendary vintages, ever since they were established in this area over a century ago.



Having pinchos.

Chapel of San Felices de Bilibio.

History of Haro

It is believed that the origin of Haro's founding is based on an **old lighthouse** that shined on the mouth of the Tiron River in the Ebro, which was navigable at that time. The current name,"Haro," was derived from the word "faro." This area was inhabited by Celtic people groups, such as the **Berones**, and during the Roman occupation, on the crags of Bilibio, there was a defense fortification, the *Castrum Bilibium*.

The first reference to Haro dates back to 1040, in a document from the Navarrese king **García Sánchez III de Navarra** "the one from Nájera," in which he donated to his wife, Estefanía de Foix, through an arras letter, "*Bilbibium cum Faro*". After this first donation, the town received several others, such as the one made by Alfonso VI de Castilla to Diego López I, lord of Vizcaya, in 1093.

Alfonso VIII granted an exemption to Haro in 1187, obtained through **Diego López II de Haro**, which would be confirmed in 1254 by Alfonso X "the wise". In 1288, the Castle of Haro was robbed, looted and destroyed by Sancho IV, "the Brave". In the 14th century, the town was taken over by the Trastámaras and later the Navarres, until 1430, when Juan II de Castilla, donated it to Lord Pedro Fernández de Velasco, with the title of **Count of Haro**. The Fernández de Velasco family retained lordship of the town until the abolition of the lordship and entailed estate system by the Cádiz Cortes in the year 1811.

Visit the towns

Briones

*Its location in the heights of a mount is a border position between Castile and Navarre. It is home to multiple **palaces and manor houses** that are well-maintained and can be seen when walking around its cobblestone streets. In the same square, across from the beautiful town hall palace and next to an **old pharmacy** that remains intact, you can see the oldest house in La Rioja. Another must is a visit to **The Enchanted House**, a Baroque building from 1755, which is now an ethnological museum. The **Vivanco Museum of Wine Culture** is the main destination of everyone that visits this medieval town. The views from its **walls** are also worth seeing, because from this point, all of Sonrierra can be seen with its vineyards and castles.*



Old pharmacy in Briones.

Ollauri.

Ollauri

*Its name means "town of livestock." The entire town is made up of **noble mansions built out of ashlar** and what is interesting are the **chimneys** that vent the wineries, which are dug out of living rock underneath the town. You can visit several **wineries**.*

San Asensio

*The origin of this town was a medieval settlement closely tied to the Castle of Davalillo. Its history is tied to its border location between the kingdoms of Castile and Navarre. In this town, you can visit the **Monastery of the Star**. The **Castle of Davalillo** and surrounding areas are one of the most characteristic postcards of La Rioja. It is located in the midst of incredible scenery, along the edge of the Ebro and surrounded by a vineyard.*

San Vicente de la Sonsierra

*It is worth visiting its **monumental compound**, castle, fortress, and Gothic parish church of Santa María, from the 16th century, declared a national monument. It is worth visiting the Romanesque basilica of **Santa María of the Pool**, founded in 1088 by the infante Ramiro. According to the legend, Ramiro participated in the capture of Jerusalem and entered the city through the Healing Pool, where he found an image of the Virgin. In her honor, he ordered that this church be built, and this is what it is named after.*

Casalarreina

*Its main monument is the **Dominican Convent of La Piedad**, of the Catholic Monarch and Plateresque styles. The very ornamental façade, as a sort of reredos, illustrates scenes from the Bible. There are also several **emblazoned palaces** that are typical of this area.*



In 1710, the city pledged its allegiance and obedience to king **Felipe V** of Spain, in the middle of the War of the Spanish Succession between the Habsburgs and Bourbons, and gave refuge to the future queen, María Luisa Gabriela de Saboya, along with her three year old son, Luís, prince of Asturias. The new king, Felipe V, out of gratitude, gave it the title of "**Very noble and very loyal**". In **1808**, after the Napoleonic troops had established their barracks in the city, it became one of the first Spanish towns to adapt to the administrative model of the kingdom of José Bonaparte. On October 27th, 1891, the Queen Regent María Cristina granted the town the status of **city**.

The City of Palaces

The abundance of palaces in the downtown area of Haro is remarkable, and the noteworthy ones from the 16th century are the following: **Palace of Bendaña**, also called **Paternina Palace**, which has a Plateresque style, a caryatid on the façade and an overhanging sentry box that give it a medieval look, in addition to the Mudejar gallery from the 15th century, decorated with interlaced stars and flowers, unique in La Rioja. The **Palace of the Condestables** with remarkable thick ashlar walls, some with very striking buttresses, arch bases, cylindrical pillory with a coat of arms and sundial, and on one corner of the wall, a round turret with a harpy figure. From the 17th century, the **Palace of the Bezaras**. From the 18th Century, the **Palace of the Plaza de la Cruz**, with mixtilinear decoration; the **Palace of Tejada** with three floors and bust decorations on the windows; the **Palace of San Felices Street**, the **Palace of the Salazars**, built out of ashlar stone and it shows the transition from the ornamental richness of the Plateresque style, to the seriousness and purism of the Herrerian style; and the **Palace of the Counts of Haro**, which has an entry gate that is decorated with moldings that are styled on floral ornaments, accompanied by two pairs of Solomonic columns and a façade over which the family's noble coat of arms sits.



Family coat of arms of the Palace of the Counts of Haro.



Sajazarra.

Cuzcurrita de Río Tirón.

The route of the castles

San Vicente de la Sonsierra

*Only the ruins of the castle remain. At the time it was built in 1172 by order of Sancho the Wise of Navarre, it was **the greatest Navarre stronghold** built next to the Ebro. The castle is located at the peak of a mount, with the **Homage Tower** in the center and the **clock tower** to the north, and in the latter there is now a **clock museum**.*

Davalillo

*Close to the previous one, with a direct view, also located on a mount near San Asensio. From the late 12th c., its mission was to protect La Rioja (Castile) from the Navarre attacks coming from the other side of the Ebro. It has an extended polygonal design with seven sides, displaying the **Homage Tower**, which is square and attached to the east end and the entrance gate on the south side, protected by two round turrets. The **chapel of Our Lady of Davalillo** is located on the entrance side.*

Cuzcurrita

*Dates back to the late 14th century. Located next to the river, with a small mill, it has now become a winery, with a beautiful **walled vineyard estate**.*

Sajazarra

*Its history is linked to its neighboring town Haro. It has a svelte **Homage Tower**, enclosed with four octagonal fortified towers, and has been used as a **dwelling** up to the present time.*

Leiva

*From the 15th c., of a Gothic style, it belonged to the **Leiva** family and was built in memory of the **Battle of Pavia**. It was reconstructed in the 18th and consists of four fortified towers in the corners and a porticoed courtyard.*



Haro and the wine

Although wine was already being produced in La Rioja since the time of the **Romanization**, and it was a flourishing industry, especially in the 19th century when Rioja wines were already being exported to America, the true revolution in wine production took place due to a plague that destroyed French vineyards.

In 1863, when a **phylloxera plague** spread throughout Europe, **French wine producers** set-up storehouses in La Rioja from which they could export wine to Bordeaux, which led to a great economic boom. The plague ruined all of the vineyards in France, and thus, they began to produce Rioja wine with their own techniques, which local producers learned from.



The Station Quarter



Vivanco Museum, Briones

Some businesspeople of Basque origin partnered with these French business owners, buying the grapes from the local harvesters, and setting-up their wineries in the vicinity of the new railway, which today is known as the **Haro Station Quarter**. The inauguration of the Bilbao-Haro railway line facilitated and lowered the cost of shipping wine out of the country from the port of Bilbao. France needed 500,000 hectoliters monthly to compensate for the losses due to the plague. As a result, in the decade of the 1880s, the vineyard area increased from 34,000 to 52,000 hectares, reaching 55,000 by the end of the century.

In 1892, the wine production led to the opening of the **Winemaking Station of Haro** and a branch office of the **Banco de España** to manage the capital coming from the growing wine industry. In 1899, phylloxera was detected in La Rioja, in Sajazarra, close to Haro. In 1918, the vineyard recovered thanks to the experience of the French, grafting the **native varieties** on stems of American origin that were not affected by the plague. Although the French also recovered their production, the expansion of Rioja wines continued as a result of the new production methods and expansion of the markets thanks to the massive exportation facilitated by improvements in transportation.

Don't miss out!!

The picaos of San Vicente

A festival declared a **national tourist event**, The Flagellants of the **Santa Veracruz Brotherhood** of San Vicente, better known as "**Picaos**", represent one of Spain's most important and well known religious expressions. This is the last and only expression of the penitential rite, by means of flagellation, that remains in Spain where, until the 18th century, it was a relatively frequent practice in towns and cities.

The Flagellants go to the procession, or at the **Holy Hour**, kneel before the float that they have given the offering to and, when they stand up, they remove the cape from its shoulders and open the tunic around the back part. They grab the hair, grip it with both hands, and while balancing it between their legs, they hit themselves on the back over their shoulders until the companion and the practitioner decide when it is time to be pricked. At that time, the practitioner will hit or lightly "prick" each side of the back three times, in the lumbar area, so that a little bit of blood appears, in order to avoid future discomforts.

The utensil that is traditionally used to "prick" is called a "sponge" and consists of a ball of virgin wax with six embedded crystals in sets of two, so that each flagellant gets twelve pricks. After the penance is finished, the flagellant and companion return to the brotherhood where the practitioner washes and heals the other's small wounds with rosemary water.



Los Picaos, San Vicente de la Sonsierra.

The dates on which they perform these acts with flagellants are the following:

- **Maundy Thursday**, during the procession of the Lord's Supper and at the Holy Hour.
- **Good Friday**, after the procession of the Via Crucis and during the Procession of the Holy Burial.
- **May Cross**, on May 3rd if it falls on a Sunday, otherwise the following Sunday.
- **September Cross**, on September 14th if it falls on a Sunday, otherwise the following Sunday.

Wine tourism in Haro and the region:

The Station Quarter Visits to the wineries

In Haro, the wineries that can be toured, especially the ones over a hundred years old, are concentrated in the **Station Quarter**, although they can also be found in different parts of the city and in nearby towns: **Cuzcurrita, Briones, San Asensio, Briñas, San Vicente, Ábalos, Ollauri, Gimileo**...

Vivanco Museum of Wine Culture

Belonging to the Dinastía Vivanco Foundation, and located in Briones, it has a 4,000 m² display of the **cultural collection** of the Vivanco winemaking family. Archaeology, sculptures, paintings, etc., convey to us a universal vision of the relevance that wine has had in all cultures throughout history.

A specialized library, a tasting room that offers courses, two restaurants, a conference hall, and a wine shop complement the services of this great Museum of Wine Culture that is one of the best in the world.

Different wine-related activities

Some of the most interesting activities at the wineries: **interpretive trails**vine-growing activities or **sports** in the midst of scenery that changes color with the different seasons. There are many options ranging from a hot air balloon ride over the vineyards, to canoeing in the Ebro, in addition to hiking, mountain biking, or horseback riding.

Another way to enjoy the wine, without drinking it, is to receive a relaxing therapeutic session of **vinotherapy**, taking advantage of the antioxidants and anti-ageing properties that grapes contain. Inquire about the options that many hotels in the area offer, for both vinotherapy as well as other wine-related activities: tasting, vineyard activities, personalized winery visits...you can even sleep in the winery itself, if you would like.

However, the most traditional way to enjoy wine, undoubtedly, is in combination with the excellent **Riojan cuisine**, whether it be a wine pairing meal in which each dish is served with the wine that best brings out its qualities, or simply enjoying a chat among friends with **pinchos** or **cazuelitas** and washing them down with one of the best wines in the world.



Battle of the Wine.

The Medieval Days of Briones.

The Battle of the Wine

Declared a **national tourist event**. It is held on **June 29th**. Its origin goes back to a dispute between Miranda de Ebro and Haro for the possession of the **Crags of Bilibio**. This enclave was a castle and the residence of **San Felices**, a master from San Millán de la Cogolla. This is where the Alderman Officer of Haro would place the **city's pennant**, as a sign of possession. If Haro residents failed to attend this event in a given year, they would lose possession of this area and it would become the jurisdiction of Miranda de Ebro.

At the **chapel of San Felices**, mass is held and afterwards they have lunch. When it concludes, the **Battle of the Wine** takes place, which is where all the attendees throw thousands of liters of wine at each other, using a wide variety of different containers and tanks. The white color of the pilgrims' attire becomes wine colored, which stains the clothing and the area around them. After the battle, they dance the traditional **circles at the Plaza de la Paz**, next to the Haro Town Hall.

The Medieval Days of Briones

Around the **third weekend of June** every year, the medieval town of Briones returns to the 14th century. The different **medieval trades** are situated in over 50 different themed stands and the entire town has a fun time, creating an atmosphere that visitors feel they are part of. Stonemasons, blacksmiths, spinners, scribes, but also peculiar characters such as the beggars, witches, nobles or the Holy Inquisition occupy the impeccable stands in this town and the noteworthy palaces that can be visited on those days, which are completely open to the public. Of course, there is also a **winery**, a corner shop, and a tavern where they serve typical dishes and good wine, in crocks. To complete the program, there are different performances including minstrels, standard bearers, knights, falconry... and it concludes with a light and sound show in remembrance of the Peace of Briones.

Theme Park of the Railway

With the objective of spreading the railway culture, it is a park where you can enjoy trips on a mini train along 600 meters of tracks, passing below a pedestrian bridge and through a tunnel. The park offers informational talks and has an extensive garden area.