

ENOTOURISM

REGION
OF MURCIA

WINE
ROUTES



3

WINE
ROUTES

35,000

HECTARES
OF VINEYARDS

3

DESIGNATIONS
OF ORIGIN

ON
AVERAGE

50

KMS AWAY
FROM
MAYOR CITIES

300

DAYS OF
SUNSHINE
A YEAR

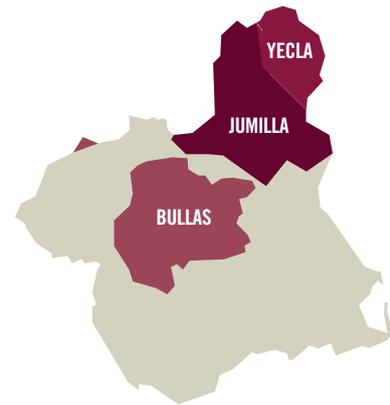


MAKES YOU
HAPPY



REGION OF MURCIA

Come to the land of wine to enjoy and experience life once again.



WINE IS MUCH MORE THAN THE DRINK OBTAINED FROM THE FRUIT OF THE VINE. IT IS A WAY OF UNDERSTANDING LIFE. IF YOU LIKE ALL ASPECTS RELATED TO OUR CULTURE, THE REGION OF MURCIA IS YOUR DESTINATION. DISCOVER LANDS WHICH SINCE THE TIMES OF THE IBERIANS AND ROMANS IS DEDICATED TO THE CULTIVATION OF VINES AND THE ELABORATION OF HIGH QUALITY WINES.

Taste its wide range of red, rosé and white wines for all tastes and everyone's palates. Wander through wine trails between vineyards and wine cellars, tasting at every step the aged vintage aroma of a deeply ingrained custom. And escape the grinding routine of everyday life.

The three denominations of origin of the region, Bullas, Jumilla and Yecla, extending over 35,000 hectares devoted to vineyards, offering wine with an ever increasing greater prestige among the public worldwide; wineries which combine tradition with new vinification technologies; and restaurants and accommodation nestled in unique one-off scenarios which will delight any visitor.

The region of Murcia has **three wine routes, Jumilla, Bullas and Yecla**, all of which are certified by the Spanish Association of Wine Cities (ACEVIN). Immerse yourself through wineries, landscapes and other tourist attractions. It will certainly surprise you.

The Mediterranean climate, with semi-arid characteristics, adding nuances and subtleties according to the terrain, the proximity to the coast or exposure to prevailing winds. Average annual rainfall is very irregular, approximately 300 mm, and concentrated rainfall in a space of a few days. Average temperatures range between 17°C and 19°C and the sun shines brightly over **300 days a year**. Certain unique ingredients which imbue Murcian wines with its distinctive mark.

The most widely used grape is the **Monastrell** (or Mounvèdre). A red grape variety of small and compact bunches which are perfectly adapted to the environmental conditions of these lands. From the grapes, wines with lots of colour and body are obtained in a wide variety and one of quality. Garnacha Tintorera, Cencibel, Cabernet-Sauvignon, Garnacha, Merlot, Syrah (or Shiraz) and Petit Verdot in reds and rosés. In addition to the Macabeo (or Macabeu), are Airén, Pedro Ximénez, Malvasía, Chardonnay, Sauvignon Blanc and Moscatel, which complete the types of selected grapes.

THE TASTE AND LORE OF WINE

Jumilla Wine Route

In Jumilla when one discusses Enotourism one is speaking about the Wine Route. Enjoy the long winemaking history of this territory, not as a spectator but as its principal player. One will need to be alert and put to use all five senses to hear the sounds of nature whilst walking through a vineyard, contemplating the winemaking secrets of a winery, tasting its exquisite wines, smelling the intoxicating aromas and feeling the antique tools and implements of the winemaking tradition.

Besides being famous for its wines, Jumilla holds many other riches which are well worth discovering. The city lies at a **crossroads for travellers and cultures** which have left a rich heritage. Here one can find historical and artistic remains of all the civilisations of the Mediterranean. It does not come as a surprise that it is a prosperous land and full of contrasts which the Arabs called the "Power of Wine". There must be a reason for it. Its monuments, museums and other

tourist and cultural resources make Jumilla worthy of its declaration as a **site of historic and artistic interest, in 1981**. Earlier, in 1966, it obtained its **designation of origin, one of the oldest in Spain**, in which there are currently registered more than 27,400 hectares of vineyards.

The wines which are elaborated are of an exquisite quality thanks to the diversity of grape varieties found in the area, being the queen of all grapes, the Monastrell (or Mourvèdre).

One speaks about smooth but full-bodied wines. The so-called "semi crianza", so fashionable, which are young wines with no more than six months of ageing in barrels. The Jumilla crianzas and reserves are among the best in Spain. And the sweet wines, expressing all the concentration of this grape variety. The Jumilla crianzas and reserve wines are among the best in Spain. And the sweet wines, expressing all the concentration of this grape variety.





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Jumilla Route: heritage, culture and wine



Allow yourself to be swept away. There's no rush. Stroll about the squares. One has all day long. Cap off your stay by visiting the most noteworthy historical heritage sites of Jumilla. It is recommended not to let this opportunity slip through one's fingers.

The **fifteenth century Castle** is the most noteworthy monument on the Jumilla Wine Route. Influenced by the mixture of cultures over the centuries, dominating the town surveying the passing of the centuries unperturbed. The fortress as one sees it today was constructed in 1461 by the Marquis de Villena.

Likewise meriting special mention is the **Iglesia Mayor de Santiago** (Great Church of Santiago), also dating from the fifteenth century, with a Gothic dome and a magnificent sixteenth century altarpiece, which was declared a National Monument in 1931.

The Antiguo Palacio del Concejo (Old Council Palace) from the sixteenth century, built in Renaissance style, is home to the Jerónimo Molina Municipal Archaeological Museum. The **Plaza de Arriba** (Upper Square) was the hub and nerve centre of sixteenth century political and economic life.

El Casón is a fifth century late Roman mausoleum which is distinguished by the fact that it is the best conserved mausoleum in Europe. **The Teatro Vico** (Vico Theatre), dating from the nineteenth century was designed by Justo Millán Espinosa, the architect of the Teatro Romea (Romea Theatre) of Murcia. **The Convent of Santa Ana del Monte**, located in the mountain range of the same name, is an example of religious architecture well worth seeing.

Likewise noteworthy is the **Museum of Ethnography and Natural Sciences**, **cave paintings** and an archaeological site of fossilised **footprints** of the Mioceno Superior (Later Miocene Age) in the Sierra de la Pedrera (Pedrera mountain range); as well as the Iberian settlement of Coimbra del Barranco Ancho, in the Sierra de Santa Ana (St. Anne mountain range).

This is just a sample of how much one has to discover in Jumilla. What are you waiting for?



Further Information:

Jumilla Wine Route
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What to do

Jumilla's climate, has over 3,000 hours of sunshine a year and very little rainfall, enabling the carrying out of a variety of activities at any time of the year, most of them connected to the world of wine. So take advantage and let your imagination fly. What would you like to do?

MINI-WINE FAIRS

During April and August unique tastings which each year brings together more than 20 Jumilla Designation of Origin wineries so as to present their new wines to visitors and friends, at affordable prices and a friendly atmosphere are held.

EASTER

Deserving of special mention is Easter, declared to be of National Tourist Interest, with more than five centuries of parades, processions and sweets (candy) fights.

MUSIC BETWEEN WINES

Starting with music to the rhythm of flamenco, rock, jazz or pop. Add a visit to the wineries, and capping off the visit with wine and tapas. One could not ask for anything more? Every Summer in Jumilla these two passions are combined: wine and music. There is no better stage. Let the show begin...



Where to stay

Consult the accommodation establishments adhered to the Jumilla Wine Route.



HARVEST FESTIVALS

Declared to be of Regional Tourist Interest, this festival has been held for 40 years now with parades and processions for all ages and tastes. Take note of this information in your agenda and make an appointment with fun in mid-August. One will learn about how to harvest, how to tread grapes and much much more.

GASTRONOMIC DAYS

Throughout November, restaurants, bars, wineries and oil mills offer a wide range of tapas and traditional menus, inspired by the flavours of Murcia, La Mancha and Eastern Seaboard. But always served with wines from the Jumilla Designation of Origin. Similarly multiple activities are carried out such as Peque-Jornadas (Kids Days) intended for children, 4x4 routes to discover the most beautiful corners of the region or the International Wine Day, coinciding with 9 November.

What to eat



If one needs an excuse to visit Jumilla, it's best that one likes to eat and drink well. It's that easy. For that reason, one is invited to discover its **rich cuisine**.

The Jumillan cuisine comes from the different cultures settled in these lands. The influence of the cuisine of Murcia, Alicante and La Mancha, together with the harsh winters and the hard life lead by peasants have resulted in appetising, varied, very nutritious and calorie rich dishes.

It is essential to taste **fried kid with garlic and the Jumillan gazpacho**, a dish of Jewish origin, cooked with morsels of non-fermented wheat flour cake, to which venison, hare, partridge or rabbit is added. And what cannot go amiss are the mountain snails.

Very typical at Easter are the **Jumillan pasties**, made with potato, egg, tuna and pine nuts, which can be found in all bakeries and bars of the town. As well as broad beans with cod.

Christmas would not be the same without the **frioleras**, rollos de vino, almond and milk **mantecaos** and sequillos (sweets, wine rolls, biscuits and sweet pastries).

For breakfast, do not forget to order a fritilla (fritter) with sugar or honey.

And on rainy days, we recommend the **gachamiga** a very popular recipe due to its simplicity whose ingredients are flour, oil, garlic, water and salt.



TRADITION CONVERTED INTO A REASON FOR TRAVELLING

Bullas Wine Route

Do you like history? And wine? In Bullas one can combine both pleasures finding the source of a secular dedication to growing grapes and the making of wines. This is apparent following the discovery of the Roman villa of Los Cantos of the Niño de las Uvas (Child of the Grapes) sculpture or the abundant documentation preserved in the various archives. From these included is the description by the historian Martin de Ambel as regards Bullas wine production in 1657 or the Chapter Minutes of 1849 describing the traditional artisan method of elaborating wine.

Only in this old town centre are conserved in whole or in part **over 200 traditional wineries**, the majority built between the eighteenth and nineteenth centuries. Bullas, in addition to its wellknown natural, architectural, historical and artisanal attractions, is a municipality traditionally linked to wine culture which has shaped over time the environment, heritage and the welcoming nature and manner of its people.

The Bullas Wine Route will enable one to become acquainted with the rich

culture connected to the wine from the lands of the interior of Murcia. It is the best way for one to become acquainted with the culture and participate in the consolidation of a sustainable development model.

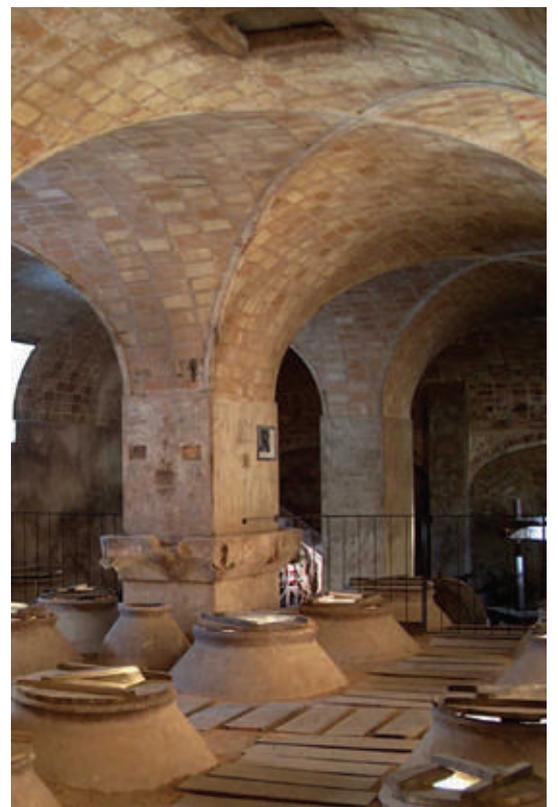
If a grape variety is inextricably linked to the land, it is the **Monastrell** (or Mourvèdre). It entails the unmistakable identity of the ancient Kingdom of Murcia and it is the **autochthonous variety of this Designation of Origin** which encompasses the municipalities of Bullas, Calasparra, Caravaca de la Cruz, Cehegín, Lorca, Moratalla, Mula, Pliego and Ricote.

Of a compact appearance, small grain and of a **very intense blue-violet colour**, endowing a strong personality to the wines of Bullas, not only due to its colour, aroma and flavour, but also by the abundance of chemical components which imbue it with properties beneficial to one's health. **The Regulatory Council guarantees its protection**, limiting the use of other varieties and ensuring the quality of the wines produced.





In the town centre of Bullas there are preserved in whole or in part over 200 traditional wineries, the majority built between the eighteenth and nineteenth centuries.



Bullas Route: museums, natural areas and vineyards

One does not have to follow a set order. One can organise one's own visit to one's liking because each resource integrated into the Route has its information panel or notice board.

In the morning one can visit the **Wine Museum of Bullas**, located in one of the few wineries which has been maintained in a perfectly-preserved state of repair from the mid-nineteenth century, with its brick vaults and partially buried jars in the ground. Having belonged to one of the richest families in the region, the Melgares de Aguilar, and today serves to hold temporary exhibitions, tastings and courses.

A stroll through the old town, starting at the **Plaza de España**, where the **baroque Church of Ntra. Sra. del Rosario** (Our Lady of the Rosary) is located, and the **Palacete de los Melgares** (Palace of the Melgares), an indigo blue emblematic building of modernist style constructed in the early twentieth century. In this setting one finds the popular **Plaza Vieja** (Old Square) and **Plaza del Castillo** (Castle Square), surrounded by streets such as Fatiga, Umbria or Peseta.

Back in the Plaza de Spain, and having as main axes the streets Camino Real and Avenida Cehegín, one can tour the **Bullas of 1900**, as seen through buildings and stately mansions where one can admire the traits of artistic styles such as Neoclassicism or modernism, clearly defined in the **Casa-Museo D. Pepe Marsilla** (Pepe Marsilla House-Museum), the **Torre del Reloj** (Clock Tower) or in the **Capilla del Sagrario** (Chapel of the Tabernacle).

In the afternoon there is nothing better than travelling to and visiting **Salto del Usero**, a landscape of exceptional natural beauty where one can see a cascade of 3 or 4 metres in height, widely used by tourists and inhabitants of this land in Summer.

Another of the most beautiful corners of the area is the **Valle de Aceniche** (Aceniche Valley), a natural setting surrounded by vineyards, some over a half a century old, encircled by mountain ranges of great scenic and ecological value, declared as a Special Protection Area for Birds; and where two wineries which are included in the Bullas Wine Route are located.



Some 4 kms away from Bullas is the **village of La Copa**, a village of ancient and deep-rooted fiestas such as San Antón (St. Anthony), with very traditional events such as the Baile del Inocente (Dance of the Innocents) or the Subasta (Auction) or that of the Purísima Concepción (Our Lady of the Immaculate Conception) with the songs of the Cuadrillas de Auroros y Animeros (Bands of Auroros and Animeros).



Further Information:

Bullas Wine Route

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Where to stay

Consult the accommodation establishments adhered to the Bullas Wine Route.



What to do

NATURE ROUTES

The natural landscapes of Bullas are characterised by its variety, contrasting the mountains which are approximately 1,000 metres in height, with the plains of vines, almonds and olives, and riverbank areas uniquely characterised in the Mula River Basin. **The local trails network** unites different sections of these beautiful settings. Starting from the comprehensive leisure area of **La Rafa** one can either walk or cycle the El Romero tourist trail, whose route leads one to the Paraje de la Venta del Pino, so as to continue onto the Jabonero and Asomadilla to Carrascalejo, a place where the latter connects with the **Green Route**, the old railway route whose section links Murcia to Caravaca de la Cruz.

CEHEGÍN

The Bullas Wine Route and its privileged natural landscapes venture into the municipality of Cehegín, where there is a must see stop in its Old Town, which has been declared a site of historic and artistic interest.

EL ZACATÍN

In an emblematic location in the vicinity of the popular Plaza Vieja (Old Square), the **first Sunday of the month** the protagonist of the location is the El Zacatín Street Market. It is the first arts and crafts market in the Region of Murcia, remaining active throughout the year and shows off the know-how of the skilful hands of its people in a great variety of crafts and local produce, which is supplemented with demonstrations, tastings and visits to the local heritage sites.

WINE FESTIVAL

The **last weekend of September**, is harvest time in Bullas and makes known and increases awareness of wine culture through very traditional acts such as grape treading, the blessing of the first must or the unveiling of the wine fountain. In tandem tastings, wine tours, concerts take place, and the culmination is the naming of the Wine Master of the Year. It is the Wine Festival which furthermore is the prelude to the patron saint festivities.

FIESTA OF SAN MARCOS (ST. MARCUS' SAINTS DAY)

April welcomes spring in a multitudinous decked out parade of orchard floats which demonstrates the customs and habits of the countryside.

What to eat



Typical dishes of Bullas respond to the inherent geographical, climatic and cultural characteristics of the area.

The isolation of these mountainous lands, punctuated by valleys where vineyards are mixed with other Mediterranean field crops such as cereals, almonds and olives, has entailed a distinct customisation of its gastronomy.

There is a wide variety of traditional dishes among which is the **ajoharina** the **empedrao**, rice with beans, sweet peppers and cod; rice with rabbit, migas (breadcrumbs) and patatas en llanda (roast potatoes).

From among the **appetisers** and salads one must try the rin ran, michirones and pimpirrana. And among the **desserts**, the torrigas de Bullas (Bullas French toast), unique in its kind.

CHARACTER AND EXCELLENCE, THE CLUES BEHIND A SECRET

Yecla Wine Route

Discover one of the best kept secrets of the wineries of Yecla. With over **7,000 hectares of vineyards**, this town of the Murcian Plateau **houses the prized grape variety of Monastrell** (or Mourvèdre), certainly one of its most coveted treasures.

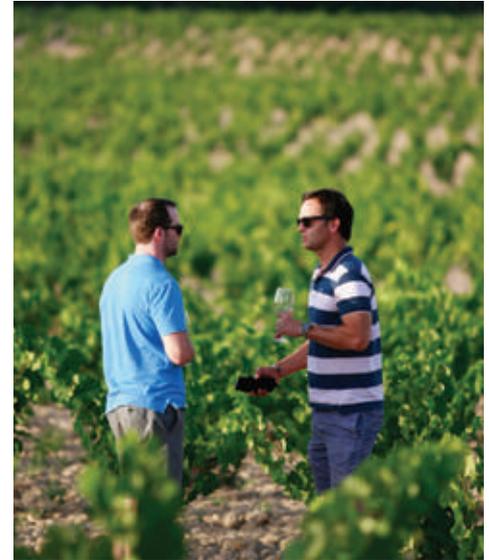
A **winemaking tradition** defined by the rigorous and creative nature of the people of Yecla has originated in wines which have been paving their way towards excellence and recognition, that has made them worthy of occupying their rightful place today in **the most demanding and avant garde markets of the world**.

Taste the wines of the DO Yecla and enjoy a unique experience which will take one to the origin of a land whose roots in the winemaking tradition dates back to the Phoenicians. These wines,

just like the techniques and technologies which have been incorporated into viticulture and oenology, have evolved towards more balanced and elegant nuances without losing the freshness of the queen variety, with an aromatic complexity to match its quality.

The Yecla Wine Route has **over 30 establishments** between wineries, accommodation, restaurants, shops, leisure activity offer, wine bars, travel agencies and tourist information.

A wide tourist offering awaits one which combines visits to wineries with **gastronomic festivals, tastings, oenology courses** and related wine culture events. All this makes the Yecla Wine Route a different formula for one to experience sensations which will make one remember the origin of Yecla wine, in an entertaining manner.





Taste the wines of the DO Yecla and enjoy a unique experience which will take one to the origin of a land whose roots in the winemaking tradition dates back to the Phoenicians.



Yecla Route: prehistory and civil and religious architecture

It is proposed to start the day with a visit to Monte Arabí (Mount Arabí). This mountain is a rocky elevation of 1,068 metres above sea level which houses prehistoric sites.

Then one can travel to the centre of the municipality on foot and walk around **the site of the Plaza Mayor**. It is surrounded by the **Palacio del Concejo** (Council Palace), having a Renaissance-style façade carved in masonry stone and the imperial coat of arms in relief of Charles V with the double-headed eagle; the **Edificio Antiguo del Pósito** (Old Granary Building), the **Palacio de los Alarcos** (Alarcos Palace), the **Lonja Antigua** (Old Market), the current **Municipal Auditorium**, and the **Torre del Reloj** (Clock Tower).

Continue the tour to the **Basilica de la Purísima** (Basilica of Our Lady of the Immaculate Conception), which is noteworthy for its grandiose hemispherical dome. Inside one can admire the paintings of the vaults by **Muñoz Barberán** and in one of its chapels, Virgen de las Angustias (Our Lady of Sorrows) by **Francisco Salzillo**.

In the afternoon, after lunch, one can drop into the Archaeological Museum where one can see a magnificent selection of items, such as the **Bust of Hadrian**.

Then it's time to visit the **Santuario del Castillo**, (Shrine of the Castle), which dominates the city from a lofty vantage lookout. The temple, built in the nineteenth century on an earlier chapel and sacred shrine from the Reconquest of Yecla is an important pilgrimage centre for the citizens of Yecla and people of the region. The church houses the image of **Nuestra Señora del Castillo** (Our Lady of the Castle).

Also noteworthy is the **Capilla del Santísimo Cristo del Sepulcro** (Chapel of the Holy Christ of the Sepulchre), of an octagonal layout, on which is a hemispherical dome. And finally, visiting the **Marian Virgen del Castillo Museum** where one can see clothing, paintings and various items related to the festivities in honour of Purísima Concepción (Our Lady of the Immaculate Conception).

YECLA

RUTA DEL *vino*

ENOLÓGICO



Further Information:

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What to do

Yecla offers many opportunities to visit monuments of great historical interest, valuable natural areas, to become acquainted with its traditions and to get to understand an identity forged over the centuries. Four routes are recommended.

ARCHAEOLOGICAL ROUTE

Visiting four sites of special archaeological importance. Los Torrejones, a Roman site of a rural villa dedicated to farming. La Vía Romana (Roman Road), the ancient route connected to the stations of Ad Aras and Ad Palem. The Islamic site of Cerro del Castillo (Hisn Yakka). And the Monte Arabi (Mount Arabi), with its cave paintings included in the declaration of World Heritage Cave Art of the Mediterranean Basin.

NATURE ROUTES

Immerse yourself in places of great beauty and environmental value such as the Sierra del Carche (Carche mountain range), populated by a dense scrub and forest of

pine and oak trees, or the Sierra de las Pansas (Pansas mountain range) where are found the Cueva de la Zurriera (Zurriera Cave) and Cueva de Jaime el Barbudo (Cave of Jaime the bearded one), where tradition states as the lair of the bandit.

CULTURAL ROUTE

Countless churches and other sacred monuments which are hidden among the streets. But above all standing out is the Basilica de la Purísima (Basilica of Our Lady of the Immaculate Conception).

GASTRONOMICAL ROUTE

Sample the typical dishes and local products served with the best wines of these lands in the restaurants and bars of Yecla.

FIESTAS DE LA PURÍSIMA (FEAST OF OUR LADY OF THE IMMACULATE CONCEPTION)

Also keep in mind the festivities of la Purísima (Feast of Our Lady of the Immaculate Conception) in December, with its floral wreath laying, proclamations, and the thunder of muskets.





What to eat



The gastronomy of Yecla is another temptation one cannot resist. Gachamiga, gazpacho and fried cheese with tomato made up the traditional diet of the Yecla peasant, which provided the necessary calories to combat the winter cold and harsh winter conditions. Meatballs were on the menu for the most important days, but nowadays are preserved as part of the culinary collective memory which is shared with visitors.

The gachamiga, probably of Arab origin, are cooked with flour, oil, garlic and water. They are often eaten from the pan itself and generously washed down with red wine and certain sour dressings.

Gazpachos are also very typical dishes. It is a casserole of game meat or poultry and mountain snails, shredded into small pieces, served on a very thin pancake of unleavened bread. Other ingredients such as tuna, peppers or mushrooms can be added. Its final presentation is very curious looking, but having a very nice taste to it. They are eaten served accompanied with a good red wine and onion in vinegar.

The fried goat cheese is served with tomato, also fried, which is an exquisite blend of extraordinary simplicity. It is usually served accompanied by a red or rosé wine.

The **fried cakes**, yeast fermented sourdough fried in plenty of oil, can be eaten with sugar, salt, anchovies, honey, but not forgetting to be served without a good rosé wine.

The **meatballs**, also called **filling**, are the highlight of the cuisine of Yecla. They are made with breadcrumbs soaked in water and milk, chopped lean meat, pine nuts, parsley and spices, boiled in the stock of a traditional stew.

Included among the typical sweets stand out the **libricos** (waffle biscuits), handmade according to the recipe handed down through families. Its ingredients are wafers and honey. The **pan bendito** (holy bread) is made with flour, eggs, oil and sugar. It is kneaded coinciding with the feast of San Blas (Saint Blas Saints Day). Sequel's, magdalenas, toñas, galletas and rollicos de anís (sweet pastry, muffins, biscuits), cap off the delicious catalogue.



Where to stay

Consult the accommodation establishments adhered to the Yecla Wine Route.





Costa Cálida
Region of Murcia - Spain

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