

# 1

## THE ROUTE OF WINE

HARO  
 OLLAURI  
 BRIONES  
 SAN ASENSIO  
 \*RODEZNO (Annexed)

**35.3 km 46 minutes**

**Haro - Ollauri**  
 4.9 km 9 minutes

**Ollauri - Briones**  
 6.4 km 9 minutes

**Briones - San Asensio**  
 8.5 km 11 minutes

**San Asensio - Haro**  
 15.5 km 17 minutes

**\*Ollauri - Rodezno**  
 3 Km 5 minutes



Ancient necropolis at the San Asensio vineyards



Vivanco Museum of Wine Culture, Briones



Our first itinerary is inspired by wine, the star of this guide. Although it's present in all the towns on this route, we've drawn a simple and varied itinerary to these five towns.

The starting point of your visit doesn't matter. If starting at Haro, stop by Barrio de La Estación (Railway Quarter), where you'll find the most important group of centennial wineries in the world. The quarter received its name for its proximity to the railway station, which facilitated the international expansion of the product. Nowadays, these wineries produce renowned wines of excellent quality. It is possible to tour these carefully restored facilities.

From here, move on to the rest of the towns. In addition to their own unique features, you'll find traditional wine cellars and historic wineries, where wine was produced and stored. Some are even being restored for touristic purposes.

Briones hosts an extraordinary wine culture collection at the Vivanco family museum. Ollauri is home to the oldest winery in La Rioja. San Asensio houses a district with more than 250 historic wineries that intercommunicate through passages worth exploring. Rodezno's must-see is a beautiful preserved urban winemaking ensemble.

Wine, driving force of this route, has a special and unique meaning here.



Wine Fight, Haro

**HARO** / 11,305 people

Feb. - Mar. - Wine Carnival  
 24 June - Festivities of Saint John  
 29 June - Wine Fight  
 1st Sun. Sept. - Fest. Virgen de La Vega

- Barrio de la Estación
- Basílica Virgen de la Vega (10th c.)
- Church of Saint Thomas the Apostle (17th c.)
- Chapel San Felices de Bilibio
- Bendaña Palace (16th c.)

**OLLAURI** / 286 people

Feb. - Month of Wine  
 2nd week Sept. - Wine Harvest Market  
 10 Dec. - Fest. Saint Eulalia

- Palace of the Marquises of Terán (17th c.)
- Old winery wine cellars

**BRIONES** / 766 people

June - Medieval Festival  
 3rd Sun. Sept. - Fest. Vera Cruz

- Church Virgen de la Asunción (16th c.)
- Ethnographic Museum - La Casa Encantada
- Vivanco Museum of Wine Culture

**SAN ASENSIO** / 1,124 people

April - Pilgrimage to Davalillo  
 15 May - Fest. Saint Isidore the Farmer  
 25 June - Clarete Wine Fight

- Castle & Chapel of Davalillo
- Shrine of Saint Mary of La Estrella (15th c.)

**RODEZNO** / 275 people

20 Jan. - Fest. Saint Sebastian  
 10 June - Fest. Saint Christopher

- Barrio de los Calados
- Church Virgen de la Asunción (16th c.)