

WELCOME TO  
A NEW WAY TO FEEL  
THE CULTURE OF WINE



BRIONES, LA RIOJA

*Vivanco*

BODEGA · FUNDACIÓN · EXPERIENCIAS  
*sharing wine culture*

# A DREAM COME TRUE

In 2004, our family decided to apply their enthusiasm and dedication to making a life-long dream come true in Briones, La Rioja: to share with the whole world our passion for the Culture of Wine.





### **VIVANCO IS MUCH MORE THAN WINE**

With a winery where wine is understood from a demanding, dynamic, up-to-date vision. Contemporary winemaking project with different, unique wines. The true expression of a land full of curiosities.

### **VIVANCO IS MUCH MORE THAN CULTURE**

A Foundation where the past and present are one. An exciting journey through knowledge and history, with a unique Museum where you can discover the essence of wine through experience, sensitivity and innovation.

### **VIVANCO IS MUCH MORE THAN EXPERIENCES**

We seek to transport you to a new universe of sensations where the wine takes centre stage. 9,000 m<sup>2</sup> of emotions and activities around culture, art, cuisine, flavour and fun. The meeting point between knowledge and the enjoyment of wine.

Today at Vivanco we understand wine as a way of life from an innovative, energy-filled perspective, offering you a unique, exclusive experience around the Culture of Wine. Winery, Foundation and Experiences are a faithful reflection of the commitment of the Vivanco family to *“giving back to wine what wine has given us”* which we invite you to discover.





*Rafael Vivanco*

# WHEN WAS THE LAST TIME THAT A WINE SURPRISED YOU?

I have always felt that our wines had to tell a story. From humility, from learning, from the respect one should feel when one looks at nature and listens to the earth. I wanted to tell it in a different, more innovative way. Trying to show all the Riojas that lie behind Rioja. From the curious features of a **indigenous grape variety**, unique in the world, to its ability to adapt to the best terroirs.

All this was and is my personal challenge. I try to make my wines different, authentic, sincere and unique. So they transmit the expression, **authenticity and personality of our vineyards**. Making them and ageing them with the utmost respect, but from a demanding, dynamic, up-to-date vision. It is how I truly feel. And this is what I want to share. When was the last time that a wine surprised you?



*Santiago Vivanco*

# HAVE YOU EVER DISCOVERED THE WEALTH OF THE HISTORY AND CULTURE OF WINE?



From a very young age, all that was behind wine always fascinated me, Why did man fall in love with wine 8,000 years ago? What made it so attractive and seductive? What was there in the wine that turned it into an inspiring element for all kinds of civilizations? I needed to know what had inspired the Egyptians, the Greeks, the Romans...

What it had been in the past, what it is at present and what it would be in the future. Whither is wine bound? How can we help make it better? Literature, art, cinema, cuisine, education, research... all this is what we want and we want to share and disseminate. That is the reason for this **Foundation** with its **Museum**, its **documentation Centre** and its **Publishing House**. That is the reason for this passion for this eternal story. That is the reason for this life commitment. Have you ever discovered the wealth of the history and Culture of Wine.

Have you ever discovered the wealth of the history and Culture of Wine?



# DISCOVER AND ENJOY WINE CULTURE

Welcome to the VIVANCO EXPERIENCE





Come and discover a **world of sensations** through our Winery and Museum Guided Tour. **A complete and exclusive experience with an unique vision of Wine Culture.**

**Taste a selection of our finest wines:** Viura Tempranillo Blanco-Maturana Blanca, Vivanco Reserva, Vivanco Crianza and Colección Vivanco Parcelas de Garnacha. Complete your experience with a **Season or Gourmet Tapas Paired Menu.**



# The Museum

It is difficult to explain what the **Vivanco Museum of the Culture of Wine** is and what it has to offer. We believe that, to get to know it, it is best to come and see it. Because they are **4,000 m2 and six rooms**, one exterior, devoted to valuing the relationship between man and wine over 8,000 years of history, with pieces collected by my family for over 40 years.

The Museum, **respected as one of the great icons of the Culture of Wine in the world**, was created with the aim to educate, disseminate and interact with wine as a civilizing element. And all made from experience, sensitivity, respect and innovation.



## Room 1.

### Being born, Growing, Maturing

The route starts in the first room, where we contextualise the origin of the wine. Where and why it all started. We stroll through different cultures and we stop to look at grape growing, at what happens in a vineyard throughout the year, at the machinery used by man, at its pests and threats. At the harvest and its people. At the winemaking process. All of it in a visual and creative way.

## Room 2.

### Save the essences

We could say that, after the first room, visitors will know how wine is made and what is needed to make it. In this room, we look at the wine industry suppliers. At the barrel and its importance in ageing wine. At glass and the historical evolution of the bottle. And at cork, its industry and evolution. All of it through three impressive educational audiovisual presentations. Have you ever seen how a cooper makes a barrel? And how glass is blown to make a bottle? And how cork plugs are made? Here you will discover it all.

## Room 3.

### The Winery: the dream

The winery and its work now take the centre stage. Pressings, rackings, clarifications and

filterings. All that is needed to make a good wine. Then comes the sales work, the journey of wine: amphorae, skins, bottles, carts... they have brought wine to the ends of the Earth to turn it into something universal.

## Room 4.

### The Wine: art and symbol

Our most special room. How did man come to understand wine and how did he shape it? Wine had and continues to have a symbolic value with an important cultural dimension. The art and archaeology collection brings together works from different periods and styles who share this common denominator. Even films have a place in this room. Here you will find to Picasso, Dürer, Miró, Sorolla, Juan Gris, Barceló, Mantegna, Dalí, Tàpies... All of them also fell in love with wine. And reflected this in their artworks. Here you can enjoy all their work.

## Room 5.

### Open, serve and drink

Did you know that there are more than 3,000 different ways to open a bottle of wine? Here you can find out how. In our corkscrew collection. 3.000 models with different backgrounds and personalities. Seems simple, but... We also do a full review of wine pouring.



Containers, serving instruments, wineglasses... It is all there, so you can know how it has evolved historically.

## Room 6.

### The Garden of Bacchus

Wine has many faces represented in each of the grape varieties used to make it. Here, in an outer room, you can discover a collection of more than 200 different grapes. From Spain and from all over the world.

Don't you feel like discovering them?

# FEEL A UNIQUE EXPERIENCE

There are many ways of feeling the wine and at Vivanco we tried, in some way, to join them all. Wine as a viticultural essence: exhilarating, full and tasty. Wine from the perspective provided by history: mysterious and eternal. Wine, read, told and dreamed of. But there was something more. Everything that happens around wine. Its vital part, its day to day. Its fun, exciting, sensory proposition.

Everything we do with wine with the sole purpose of interacting and giving free rein to our senses. Wine as a lifestyle. That is how we understand it. Those are the Vivanco Experiences. Do you fancy it?



# Restaurant: a pleasure on the table

A true gastronomic experience with our vineyards and the unique Sierra de Cantabria as a backdrop. Tradition, local produce, creative cooking and sophistication at the table. These are the hallmarks of our cuisine. A cuisine that understands wine not only as an accompaniment, but also as an ingredient to make our dishes.

We call it **Winecooking** because wine is an essential ingredient in our recipe book. From tapas and salads to desserts, passing through meat and fish dishes. Every day our R&D Department investigates the potential of wine in providing new flavours, aromas, textures...

Would you dare to enjoy?





## The Museum

'Best Wine Museum in the world'  
UNWTO-UNESCO 2007

Enjoy wine culture on a tour that covers a surface area of 4,000 m<sup>2</sup> including 5 permanent exhibition halls, a hall for temporary exhibitions and, outside, the Garden of Bacchus, a collection of grapevines which boasts more than 220 varieties from around the world.

Download our free app, '*Experiencias Vivanco*'  
(Spanish / English / French / German)

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### Further information:

Tel.: +34 941 322 323  
experiences@vivancowineculture.com

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## The Winery

One of the 'Best 100 Wineries in the World';

*Wine@Spirits 2015*. You will learn from our team of guides how to understand wine and all its processes, ending your visit with a thought-provoking and educational tasting.

**Check the combined visit packages, opening days and times on our website, and make your reservation online at the best price.**

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





## Restaurant and gastrobar

Come and enjoy our cuisine whenever you want, without having to visit the rest of facilities. An ideal venue for all kinds of celebrations with the incomparable setting of our vineyards and the Sierra de Cantabria as a backdrop.

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### Information and reservations

+34 941 322 340  
restaurante@vivancoculturadevino.es

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## Tastings

What aroma does a wine release? We show you two ways of approaching this universe of aromas and flavours. Either through a two-hour course to get started into the world of wine tasting with a professional or by enjoying each of our wines in the tasting space at the wine shop. Would you like to become a real expert? Come and try.

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### Beginners' wine tasting course (in Spanish)

Saturdays: 12 am

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## Wine Corner

Would you like to discover all our wines and try different grape varieties? Several ways to approach a universe of aromas and flavours in the Museum's Wine Corner. An exclusive tasting corner for you, where you can enjoy each of our wines, advised by our professionals.

## Kids

We offer specific workshops for children to come closer to this wonderful world. While you enjoy yourself, a team of professionals will make your children happy.

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### Children's activities:

For children aged 3 to 13  
(Consult)


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## Wine shop

Take the winery's wines home with you, as well as wine-related items, gifts and specialist books. In addition, you can discover and buy our wines on our website.

## Club Vivanco Barrica

Have your own barrel in our winery, follow the process of a wine is made exclusively for you and have it delivered with personalised labels on the bottles. Become a member on our website.



HOW LONG HAS  
IT BEEN SINCE  
YOU WOKE UP  
YOUR SENSES?

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