

WINE TOURISM

GUIDE

Región de Murcia

Bullas, Jumilla and Yecla wine routes



Welcome to the Kingdom of Monastrell



Región de Murcia

Welcome to the Kingdom of Monastrell

The passion for Monastrell grape in the Región de Murcia is truly unique. No other wine region in the world has as much Monastrell as Bullas, Jumilla and Yecla.

Monastrell is a native Spanish grape variety, typical of the Mediterranean, originally from the Catalan-Valencian coast. Over time, it spread to the Región de Murcia, Albacete, Málaga, Granada and the south of France.

Spain has always been the world's leading producer of Monastrell, currently accounting for 84% of global production. This is particularly true of the south-east of the Iberian Peninsula, which concentrates 99% of Spanish Monastrell, mainly across the Región de Murcia, the Valencian Community and the province of Albacete in Castilla-La Mancha.

The designations of origin of Bullas, Jumilla and Yecla together contain the world's **largest area of Monastrell vineyards**.

Characteristics of monastrell

- Spain: 84% of global production
- Región de Murcia: 85% of Spanish Monastrell
- Etymologically: "Monastrell" comes from "monasterio" (monastery)
- Well adapted to the sun and drought conditions of south-eastern Spain
- Grapes of a distinctive bluish-black colour
- Wines with deep colour and high alcohol content
- Intense fruit expression, with notes of strawberry, blackberry and liquorice



700th Anniversary of Monastrell

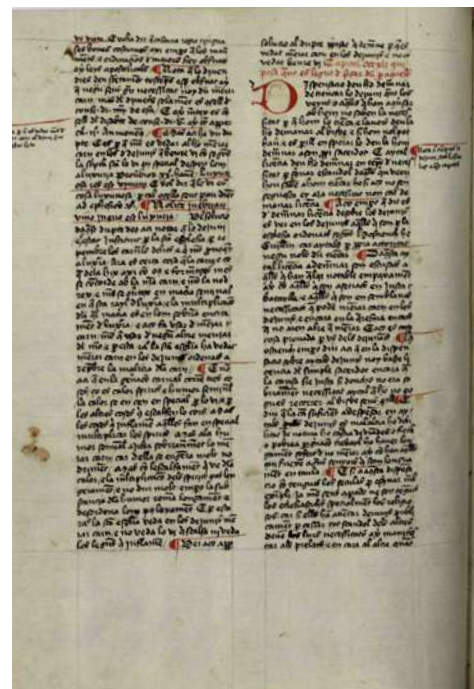


Seven centuries since the first written records

The Franciscan monk Francesc Eiximenis (1327-1409) already mentioned the quality of Monastrell wines back in the 14th century.

The earliest written reference to the Monastrell grape appears in *Terç del Crestià* by the Franciscan scholar **Francesc Eiximenis** (1327-1409). The manuscript discusses types of sin and their remedies, including a letter from a gluttonous clergyman to his physician, asking for dietary advice. In it, he describes his abundant meals and the finest dishes and wines of the time, mentioning “*fine Spanish wines*” and specifically referring to “**monastrell**”.

The **anniversary** of the birth of Francesc Eiximenis (1327-2027) provides an opportunity to reaffirm the **origins of Monastrell** on the Mediterranean coast of the Iberian Peninsula, and its historical development to its present-day stronghold in the Región de Murcia, within the Designations of Origin of Bullas, Jumilla and Yecla.





Designation of Origin Bullas



The Bullas DO produces a fresher, more balsamic style of Monastrell, shaped by its altitude and its vineyards nestled between mountains and forests.

The Bullas DO covers around 1,000 hectares of vineyards, 170 winegrowers and 14 wineries. It is a small designation of origin, but one with a long and deeply rooted winemaking tradition.

The eastern zone is formed by semi-arid Mediterranean plains, with dry farming, vineyards, almond and olive groves, and pastureland, where **ochre and yellow tones** dominate the landscape. The north-western zone, where most of the vineyards are located, gives way to vines among mountains and forests at 600-1,000 metres above sea level. It is a **greener landscape**, where winters are short but cold, with **snowfall** covering the vineyards in white, something unique in the Región de Murcia.



Bullas

Wine Route



The **Bullas Wine Route** runs through the north-west of the Región de Murcia, from the semi-arid plain of Mula towards the mountainous inland areas of Bullas and Cehegín, where a forested landscape emerges that is completely different from the rest of the Murcian countryside.





Bullas Wine Route



Notable wineries and wines

BODEGAS DEL ROSARIO

Bodegas del Rosario (1950) is one of the largest producers in the DO Bullas. It is the first cooperative in south-eastern Spain, originating from the early agricultural unions created under the Agricultural Unions Act (1906). A pioneering winery, it was among the first to bottle wine in Bullas and is a leader in exports to around thirty countries. A must-visit for its historical, social and economic significance.

3.000 años

50% Monastrell, 50% Syrah 14 months

A premium range developed in collaboration with the renowned Master of Wine, the Scottish winemaker Norrel Robertson. "Monastrell de las piedras" is produced only in exceptional vintages, from singular vineyard plots in the Venta del Pino area. 90% is exported to the United States. Winner of the ICEX Spain Export and Investment award for Best Wine Design.



Avda. de la Libertad, s/n - 30180 Bullas
📞 968 652 075
www.bodegasdelrosario.es

BODEGA MONASTRELL

The personal project of Alfonso and Mavi, rooted in a long family farming tradition dating back to 1849. Unique vineyards set among pine forests and mountain landscapes (850 m) in the beautiful Aceniche Valley. Alfonso García is a true pioneer of biodynamic viticulture in the DO Bullas. A visit defined by sensitivity and respect for nature, in pursuit of the identity and varietal expression of Monastrell.

Valché

100% Monastrell 12 months

One of the finest wines of the DO Bullas. It expresses the old Monastrell vines of the Aceniche Valley, grown under organic and biodynamic practices, among pine forests and mountains at 850 metres above sea level. Concentrated and complex, with a wide range of ripe black fruit, preserves, spices, toasted notes and hints of mint.



Ctra. de Bullas a Avilés, s/n - 30180 Cehegín
📞 648 702 412
www.bodegamonastrell.com

BODEGA BALCONA

A family-run winery with its own vineyards in the Aceniche Valley. Pepa Fernández was a pioneer of wine tourism in the 1990s. The estate has belonged to the family since the 1940s, when her grandmother Josefa was known as la Balcona because her house had a balcony. It remains the most wine tourism-friendly winery in Bullas. Moonlit dinners among the vineyards.

Partal Cepas Viejas

95% Monastrell, 5% Syrah 18 months

Following a lecture by oenologist Josep Lluís Pérez, one of the pioneers of the Priorat revolution, Bodegas Balcona began producing wines with ageing potential in bottle. This wine comes from vineyards in the Aceniche Valley (900 m).



Ctra. Bullas a Avilés, km 9,7 - 30180 Cehegín
📞 968 652 891 - 609 104 111
www.bodegabalcona.com



Bullas Wine Route **Notable wineries and wines**

BODEGAS HYDRIA

Hydria is nestled in the Hoya de los Hermanos area, an untouched landscape at 830 metres above sea level where time and silence set the rhythm. At the helm of the winery is Marina Sánchez, with experience in wineries such as Vega Sicilia alongside Xavier Ausás. She crafts honest, elegant, minimal-intervention wines, made from old Monastrell vines that have been rooted for over 60 years on one of the coolest slopes of the Sierra de Lavia.

1.000 acordes

100% Monastrell **12 months**

Combining a passion for nature and music, the winery produces what they describe as *wines that sound good, wines that taste like music*. Hence the names of their wines. The latter comes from the highest vineyard plot, 50 years old, representing the purest expression of this high-altitude, north-facing vineyard.



Paraje de la Hoya de los Hermanos, s/n
30430 Cehegín - ☎ 687 728 472 - 669 872 385
www.bodegashydria.com

BODEGAS CARREÑO

Bodegas Carreño (1930) is one of the oldest wineries in the DO Bullas. Its long family tradition reflects the evolution from bulk wine production to today's modern wines with their own brand identity. A special visit, through its orchards of fruit trees with 26 varieties of apricot, where the vine is treated as just another fruit tree in the landscape.

Begastri Crianza

60% Monastrell, 40% Petit verdot **12 months**

Begastri is a range of six wines named after the archaeological site of Begastri, where Iberians, Romans and Visigoths settled from the 4th century BC, reaching its peak in the 7th century AD when it became an episcopal see. Excellent value for money, showing great fruit intensity, wild berries, floral notes and a fresh balsamic character.



Doctor Ginés de Paco, 22 - 30430 Cehegín
☎ 968 740 004
www.bodegascarreno.com

PURA VIÑA

Pura Viña (2016) is a joint project by restaurateur Juanfran Carmona, wine lover Santiago González and oenologist Rafa Moreno. Together, they aim to produce wines that are close to the land, hence the name Pura Viña. They work 8 hectares of high-altitude vineyards, exploring differences in soils, climates and exposures to achieve maximum nuance and the freshest, most elegant expression of Monastrell.

Pura Viña Monastrell

100% Monastrell **6 months**

Monastrell in its purest form, representing the essence of the village, combining different parcels from two valleys: the sun-exposed side, which provides fruit and power, and the shaded side, which adds minerality and finesse. Varietal, fruity, with almost imperceptible oak.



Los Derramadores, 211 (Fuente Carrasca)
30180 Bullas - ☎ 699 728 247
www.puravina.es



Bullas Wine Route



Restaurants and wine bars



CASA BORREGO

Salvador Fernández, CEO of Grupo Borrego, is a leading figure in the gastronomy of Bullas. He is an honorary award recipient of the DO Bullas and chef ambassador of 1001 Flavours Región de Murcia. His Gastronomic Hotel offers a complete experience. Haute cuisine, wine pairing and accommodation in the natural setting of Molino de Abajo, a former early 19th-century flour mill (1 Repsol Sun 2026).

Paraje Molino de Abajo, s/n - 30180 Bullas
© 618 285 574 - www.casaborrego.com



ENTRETEMPOS CAFÉ & VINO

The little gem that every wine tourist or wine lover wants to discover. Sommelier Antonio de Valcárcel offers seasonal local wines and produce, supported by a network of nearby producers. Located in the historic Plaza Vieja, home to the popular El Zacatín artisan market, a pioneer event in the Región de Murcia.

Plaza Teniente Flomesta, s/n - 30180 Bullas
© 636 065 722 - www.facebook.com/entretemposbullas



TALLER DE SABORES

Juana Fernández, a cheese specialist and sommelier specialising in wine, vermouth and beer. Highly trained with a clear vision. Home-style cooking inspired by traditional village flavours, reflecting what has always been served on tables in Bullas. The entire team is made up of women. "Grandmother's cooking, made by granddaughters." Special Mention for Best Gastronomic Offer in the Wine Routes of Spain.

Avenida de Murcia, 22 - 30180 Bullas
© 699 737 687 - www.tallerdesabores.es



EL CASINO FELYMAR

The most elegant and sophisticated restaurant in Cehegín, one of the most appealing dining spots in the north-west of Murcia, awarded a Little Sun by the Repsol Guide. Rosalía Bastida, head chef, and her husband Felipe, maître d', restored the former Cehegín Casino (1863), housed in a 17th-century Baroque-style building. Dining room and terrace with views in the heart of the historic centre.

Calle Mayor, 23 - 30430 Cehegín
© 601 996 767 - www.restaurantesfelymar.es



Bullas Wine Route **Restaurants and wine bars**



EL SOL

A historic, authentic family-run restaurant. Since 1943, starting off as a small bar in the Plaza del Castillo in Cehegín, where the first morning sunlight would reach the square. It later moved to Calle Mayor, before closing in 1985. Paco and María José reopened it in 1988, recovering traditional family recipes and refining them over time. Three generations, eight decades and many loyal customers. Traditional dishes and tapas served at the bar.

Calle Mayor, 17 - 30430 Cehegín
© 968 740 064 - www.restaurantesol.es



LA ALMAZARA

A traditional restaurant offering authentic local cuisine, awarded a Sun by the Repsol Guide. Led by chef Laura Ortega, with a long professional background and experience as a cooking teacher. Since 1995, it has been located in a former olive oil mill. Rustic interior design with many original features preserved. In the dining room, Carlos and Salvador Ortega. Dishes include Calasparra rice, charcoal-grilled meats, Chato murciano, etc.

Los Naranjos, 46 - El Escobar - 30430 Cehegín
© 968 433 089 - www.restaurantelaalmazara.com



ARGOS

Roadside hotel-restaurant located on a busy and well-travelled stretch, right on the route between Cehegín, Caravaca de la Cruz, Calasparra and Moratalla. Open from 7 am until midnight, offering a wide range of services. Set menu at an affordable price, with the typical blue-and-white checked tablecloths. À la carte, the chef recommends oven-roasted suckling lamb leg. Also serves prime beef rib steak.

Ctra. Caravaca-Calasparra, km 1080
30430 Cehegín - © 968 720 707



THERMAE EL POZO

High-quality meats, located in the historic Baños de Mula, with thermal baths, colour therapy and background music. The name Thermae refers to the area's Roman thermal tradition. El Pozo was established at the beginning of the 19th century to commercialise its thermal waters, declared medicinal in 1882. Panoramic views from the terrace and glass-fronted dining room. Red meats are served on a hot stone so diners can finish cooking.

Los Baños, 22 - 30193 Mula - © 639 009 663 -
968 664 056 - www.balnearioelpozo.es/restaurante



Bullas Wine Route



Accommodation



CEAMA Bioclimatic apartments

The most original, charming and eco-friendly accommodation option on the Bullas Wine Route. Bioclimatic apartments at the Centre for Agroecology and Environment (CEAMA). Architecture integrated into the landscape, with modern design and high comfort. Semi-buried to ensure energy efficiency, featuring large windows, landscaped areas, an outdoor swimming pool and an organic vegetable garden.

Paraje de La Rafa, s/n - 30180 Bullas
© 680 577 654 - www.ceamamurcia.es



LA RAFA Tourist apartments

Simple and affordable tourist apartments within the La Rafa complex, where mulberry trees were once planted for silk production, an important activity until synthetic fibres led to the decline of the silk textile industry. The local council converted the former Sericultural Plant building (1948-1973) into tourist apartments, and the mulberry plots into a campsite (1992).

Paraje de La Rafa, s/n - 30180 Bullas
© 968 654 666 - 697 705 023 - www.larafabullas.es



CASA BORREGO Gastronomic hotel

The highest-category accommodation on the Bullas Wine Route, led by Salvador Fernández, CEO of Grupo Borrego and a leading culinary figure in Bullas. He is an honorary award recipient of the DO Bullas and chef ambassador of 1001 Flavours Región de Murcia. It offers a complete wine tourism experience. Haute cuisine, wine pairing and comfortable hotel accommodation.

Paraje Molino de Abajo, s/n - 30180 Bullas
© 618 285 574 - www.casaborrego.com



AGROLAVIA COUNTRY HOUSE

Agrolavia is much more than a country house. Sommelier Miguel Ángel Campoy is one of the most dynamic young professionals organising wine tourism activities on the Bullas Wine Route through his company Guatazales. It comprises two large houses that can be booked together or separately. From here, he organises winery visits, private tastings, wine-pairing dinners, hiking routes and cycling tours.

Paraje de la Perihuela, s/n - 30180 Bullas
© 618 058 037 - www.agrolavia.com



Bullas Wine Route **Accommodation**



HOSTAL HS CEHEGÍN

A welcoming hostel in the heart of the Historic-Artistic Complex of Cehegín, ideal for exploring its rich heritage of churches, palaces and noble houses on foot. The term “hostel” and its one-star rating perhaps do not fully reflect its quality. The rooms are modern, comfortable and fully equipped. It is also an excellent base for enjoying the outstanding gastronomy of the historic centre.

López Chicheri, 1 - 30430 Cehegín
© 625 046 487 - www.turismocehegin.es



LA CASA DE LOS COY

A classic, elegant and romantic boutique hotel. An 18th-century Baroque manor house built by the Coy family, one of the most influential noble families in Mula. For two centuries it retained its stately character, passing through several distinguished families. Located in the historic centre of Mula, it was restored by its current owners, Luisa Rubio and Manuel Pérez. The former 17th-century family cellar now houses a restaurant and gastrobar.

Boticas, 1 - 30170 Mula
© 698 907 576 - www.lacasadeloscoy.com



ORTEGA RUBIO COUNTRY HOUSE

A country house with a distinctive blue façade, located in the steep, narrow streets of the Castle hill, in the heart of the Historic-Artistic Complex of Cehegín.

Santa María Magdalena, 12 bis - 30430 Cehegín
© 625 046 487 - www.turismocehegin.es



ALOJAMIENTOS CAÑADA DEL PINO

Two country houses restored on a rural estate. Barbecue facilities, swimming pool and leisure areas. A nature classroom for events. Ideal for families and large groups.

Casa Rural Cañada del Pino, B-26 - 30170 Mula
© 606 368 670 - www.casaruralpino.es



CASA RURAL MARÍA DEL CARTERO

A country house restored using traditional fine materials from its original architecture. It has two bedrooms, one double and one single, and a small outdoor courtyard. Ideal for couples.

Mayor, 10 - 30180 La Copa de Bullas
© 691 247 935 - www.casamariadelcartero.es



Bullas Wine Route



Cultural visits and services



MUSEO DEL VINO DE BULLAS

The Bullas Wine Museum is one of Spain's finest wine museums. A must-see and the starting point of the route, it is housed in an authentic 19th-century traditional winery, one of the largest in the historic Kingdom of Murcia, with its characteristic semi-buried vats. It also shares the building with the Tourist Office and the Museum Wine Cellar, which offers wines from all the wineries on the Bullas Wine Route.

Av. de Murcia, 75 - 30180 Bullas - ☎ 968 657 211
www.bullasenruta.es/museo-del-vino



MUSEUM WINE CELLAR

The Museum Wine Cellar is the main showcase for wines from DO Bullas. The small museum shop offers the most complete and varied selection of wines from the area, with labels from all wineries in the Designation of Origin.

Av. de Murcia, 75 - 30180 Bullas - ☎ 968 657 211
www.bullasenruta.es/recursos/enoteca-del-museo



LA Balsa TRADITIONAL WINERY

One of the last historic wineries to have preserved traditional winemaking methods in Bullas until the early 1980s. On the upper floor is the headquarters of the Regulatory Council of the DO Bullas.

Calle de la Balsa, 26 - 30180 Bullas - ☎ 968 657 211
www.bullasenruta.es/recursos/bodega-de-la-balsa-bodega-tradicional



DON PEPE MARSILLA HOUSE-MUSEUM

A former stately home converted into a museum, recreating life in Bullas between the 19th and 20th centuries. The host of the visit is José Marsilla Melgares, known as Don Pepe, a major landowner of the time, mayor of Bullas, and the driving force behind the 1900 renovation of the house, which preserves the original cellar with traditional semi-buried vats.

Calle del Rosario, 1 - 30180 Bullas - ☎ 968 657 211
www.bullasenruta.es/recursos/casa-museo-don-pepe-marsilla



Bullas Wine Route **Cultural visits and services**



ROMAN VILLA OF LOS CANTOS

An archaeological site where the famous “Niño de las Uvas” (Boy with Grapes) was discovered, which has become a symbol of Bullas’ long winemaking tradition. The farm, combining agriculture and livestock farming, illustrates the model of rural settlement during the Romanisation process, from the 2nd century BC to the 5th century AD.

Diseminado Los Cantos, s/n - 30180 Bullas
© 968 657 211 - www.bullasenruta.es/recursos



EL ROMERO NATURE AND ADVENTURE

An active tourism company led by Antonio Valera, designing educational, cultural and environmental projects. Wine routes, hiking, cycling, zip-lining, climbing and much more. On its organic farm, the company is helping to recover traditional breeds such as the Murcian hen and the Castilian black hen. Winner of the Excellent Entrepreneur Award 2024 and the Land of Opportunities Award 2025.

Paraje del Romero, s/n - 30180 Bullas - ☎ 639 693 623
www.fincaecologicaelromero.com



GUATAZALES

The personal project of young sommelier Miguel Ángel Campoy, one of the standout talents of the Bullas Wine Route. A key feature is his beekeeping experience, where visitors can observe the hives and gain insight into bees, reflecting his deep knowledge and sensitivity. He also organises winery visits, private tastings, and hiking, cycling and horse-riding routes. Activities take place at his country house, Agrolavia.

Paraje de la Perihuela, s/n - 30180 Bullas
© 618 058 037 - www.guatazales.es



CEHEGÍN WINE SCHOOL

A cultural and training centre dedicated to the world of wine, located on the ground floor of the Casa de la Tercia (1608-1625), which was once used to collect rents, taxes and tithes. It occupies the space of the former winery of the Order of Santiago and preserves the old storage jars from Cehegín Castle. Tasting and event calendar available on the Town Council website.

Palacio de la Tercia, calle la Tercia, s/n - 30430 Cehegín
© 968 723 550 - www.turismocehegin.es



CEHEGÍN ARCHAEOLOGICAL MUSEUM

One of the oldest museums in the Región de Murcia (1977), reopened after extensive renovation (2004). It covers the thousand-year history of the town through 12 exhibition rooms and 3,000 pieces from different cultures and periods. It occupies three historic buildings: the Casa del Concejo, a former 17th-century town hall, the Fajardo Palace (1745), and a smaller 18th-century noble house.

Plaza del Castillo, 1 – 30430 Cehegín
© 968 742 525 – www.turismocehegin.es



MULA CITY MUSEUM

Former Convent of San Francisco (1581). The Franciscan friars took over the hospital and the Church of the Purísima Concepción and built the halls, cloister and inner courtyard. At its peak in the 18th century, until the confiscation of ecclesiastical property (1836), it was used as an inn, prison and grain store. The museum opened in 2015, with three themed sections, from pre-history to the city's recent history.

Doña Elvira, 4 – 30170 Mula
© 968 661 501 – www.museociudaddemula.es



ROMAN VILLA OF LOS VILLARICOS

The main remnant of a Roman presence in Mula. One of the best-preserved sites in the Región de Murcia (1st-7th century AD), with one of the largest wine-producing wineries on the Iberian Peninsula in Roman times. The only systematically excavated wine-making facility in the Región de Murcia. Also home to one of the most significant olive oil mills in Roman Hispania.

Ctra. del Pantano de la Cierva, s/n – 30170 Mula
© 968 661 501 – www.turismodemula.es



WALA, INBOUND TOUR OPERATOR

An inbound tour operator specialising in the organisation of trips, activities and experiences in the Región de Murcia. They design and market the wine tourism packages for the Bullas Wine Route. On their website you can find a wide range of activities, organised by interest and theme, particularly wine tourism, olive oil tourism and ecotourism.

Avda. Juan Viñepla, 28 – 30170 Mula
© 968 078 958 – www.turismowala.es

Bullas Wine Route

Practical information



BULLAS TOURIST OFFICE

Bullas Wine Museum
Avda. de Murcia, 75 - 30180 Bullas
☎ 968 652 244
www.bullas.es



CEHEGÍN TOURIST OFFICE

López Chicheri, 8
30430 Cehegín
☎ 968 723 550
www.turismocehegin.es



MULA TOURIST OFFICE

Convento de San Francisco
Doña Elvira, 2 - 30170 Mula
☎ 968 661 501
www.turismodemula.es

BULLAS WINE ROUTE

Bullas Wine Museum
Avda. de Murcia, 75 - 30180 Bullas
☎ 968 657 211 - www.bullasenruta.es

DO BULLAS REGULATORY COUNCIL

Calle de la Balsa, 26 - 30180 Bullas
☎ 968 652 601
www.vinosdebullas.es

Agenda

FEBRUARY

- Medieval Market (El Zacatín) (first Sunday of the month)
- Gastronomic Route Tastings (Cehegín)

MARCH

- Wines by Women (Vinarte Series)
- Music to savour: Tastings/concerts (Vinarte cycle)
- Vinarte Pairings (Vinarte Series)

MAY

- Archaeology and Wine: Culinary journey into Ancient Rome (International Museum Day - Bullas Wine Museum)
- Wine tasting games (International Museum Day - Bullas Wine Museum)

JULY

- Outdoor tastings (Don Pepe House-Museum courtyard)
- Moonlit dinners among the vineyards (Aceniche Valley, Bodega Balcona)
- Villaricos culinary experience (Mula)

AUGUST

- Meteor shower and wine in the Aceniche Valley (Bodega Monastrell)
- Outdoor tastings (Don Pepe House-Museum courtyard)
- Under the moonlight: Dinners among the Vineyards (Bodega Balcona)
- Villaricos culinary experience (Mula)

SEPTEMBER

- Themed Wine Night (Bullas Wine Festival)
- Grape harvest experience with Bodega Monastrell (Bullas Wine Festival)
- Grape harvest day and traditional grape treading (Bullas Wine Festival)

OCTOBER

- Grape treading and fresh must tasting (El Zacatín) (first Sunday of the month)

NOVEMBER

- Secret Wine Walks (European Wine Tourism Day)

DECEMBER

- Scent of Yáyim: Nativity scene made with recycled wine materials (Bullas Wine Museum)



Designation of Origin



Jumilla

Jumilla boasts the largest area of Monastrell vineyards on the planet

The DO Jumilla, established in 1966, is not only the oldest, but also the largest in vineyard area and wine production in the Región de Murcia and the entire south-east of Spain. It is also the world's **leading producer** of Monastrell.

The municipality of Jumilla gives its name to the entire Designation of Origin, although it includes six other municipalities. Jumilla was a pioneer and still accounts for almost half of the protected vineyard area.

95% of the vineyard area is planted with red varieties, in particular Monastrell, which accounts for around 80% of the vineyard surface.



Jumilla

Wine Route



The **Jumilla Wine Route** was created in 2005, initially centred on the town of Jumilla, later expanding to include other municipalities.

It is the wine route in the Región de Murcia with the **widest range** of wineries open to visitors and wine tourism activities. It is also the route with the best-known wine brands on the domestic market.

Furthermore, almost all events in Jumilla are **linked to wine**, as part of its cultural and social identity: mini wine fairs, gastronomic days, music among the vines, the grape harvest festival and more. In Jumilla, wine is more than something you taste; it is an experience enjoyed all year round.





Jumilla Wine Route



Notable wineries and wines

PARAJES DEL VALLE

With the deepest respect for tradition, but with touches of innovation and modernity, they offer a selection of wines that reflect their place of origin. A unique and distinctive style: organic, contemporary wines that are fresh and highly expressive. They invite visitors to discover their winemaking philosophy, which is perhaps more a way of life.

Terraje

100% Monastrell 12 months

This is a living tradition in the village, which has helped preserve exceptional vineyards since the 19th century. It refers to the rent paid by “tenant farmers” to landowners, one seventh of the harvest, in order to retain the right to cultivate the land. These are the true winegrowers, who through great effort produce unique grapes.



Ctra. de Murcia, s/n – 30520 Jumilla
 968 782 977 – www.parajesdelvalle.es

BODEGAS BSI

Founded in 1934 as the Bodega Cooperativa San Isidro, today known simply by its initials, it remains a symbol of agricultural cooperation in Jumilla. Pioneers in opening their doors to wine tourism, they continue to be the main organisers of wine tourism activities and the most visited winery on the Jumilla Wine Route.

Gémina Finca El Volcán

100% Monastrell 9 months

Gémina, the name given to Jumilla by the ancient Romans, lends its name to this range of high-expression wines made from old-vine Monastrell planted on its own roots. A unique estate at the foot of the Cancarix Volcano (707 m), producing distinctive Monastrell on volcanic, concentrated, complex and mineral soil.



Ctra. De Murcia, s/n – 30520 Jumilla
 968 780 700 – www.bsi.es

NIDO DE CUCO

One of the most spectacular and exclusive wineries in Jumilla, owned by the Colucho family. Designed as a social venue for clients of Grupo Sureste, the Murcia-based leader in security services. Open for visits and exclusive tastings, private dinners, weddings and corporate events. Avant-garde architecture by the Murcia-based firm Zorg Arquitectos.

Cuco Ardal

100% Monastrell 12 months

Monastrell from the estate’s own old vines in Solana del Ardal. Demonstrating the potential of aged Monastrell, with the variety’s typical fruitiness enveloped in toasted, spiced and balsamic notes, ideal for red meats, stews and mature cheeses.



Ctra. de Murcia, s/n – 30520 Jumilla
 968 780 754
www.bodegasnidodecuco.es



Jumilla Wine Route **Notable wineries and wines**

BODEGAS ALCEÑO

One of the oldest wineries in Jumilla, founded in 1870, when phylloxera was ravaging European vineyards and demand for Jumilla wines was soaring. One of the best winery visits in Jumilla, led by wine-maker Juan Miguel Benítez García, offering a masterclass in history, viticulture and oenology.

Alceño 12 months

100% Monastrell 12 months

Monastrell from their oldest vineyards, on the shadier slopes where ripening is slower, aged for 12 months in French and American oak barrels. Medium-bodied, rounded and well balanced. Red berries, floral notes and a smooth spiced, menthol finish.



Calle del Duque, 34 - 30520 Jumilla
☎ 968 780 142 - 649 885 868
www.alceno.com

BODEGAS SILVANO GARCÍA

A family-run winery founded in 1925, now run by the third generation. Located in the centre of Jumilla, it is one of the most active wineries on the Jumilla Wine Route in terms of wine tourism, offering visits, tastings, an aroma room, wine bar and shop. An open and accessible space in which to begin discovering both the wine and the town.

Silvano García 4 months

100% Monastrell 4 months

100% Monastrell 4 months

A young, fresh and well-balanced Monastrell, very easy to drink. Expresses red berries with notes of vanilla, cocoa and spice, the result of a short, well-integrated ageing in French and American oak barrels. Ideal for any occasion and for all tastes.



Avda. de Murcia, 29 - 30520 Jumilla
☎ 968 780 767 - 611 087 535
www.silvanogarcia.es





Jumilla Wine Route **Notable wineries and wines**



BODEGAS BLEDA

A family-run winery dating back to the late 19th century, with a strong commitment to producing quality wines. In 1915, they were pioneers in producing, selling and exporting bottled wines, something unusual in a Jumilla then dominated by bulk wine. Today, the fourth generation runs the winery, with new chateau-style facilities among the vineyards since 2008.

Pino Doncel 12 months

70% Monastrell, 30% Syrah 12 months

For centuries, the “Pino Doncel” Mediterranean pine has grown alongside the vineyards of this region. Five wines under this label pay tribute to that coexistence. In this case, a blend of Monastrell and Syrah aged for 12 months in French oak barrels. Deep cherry colour, with aromas of ripe fruit and sweet spices.



Ctra. Jumilla-Ontur, km 2 - 30520 Jumilla
📞 968 780 012 - www.bodegasbleda.com

BODEGAS LUZÓN

One of the leading producers and exporters in Jumilla, with 415 hectares of vineyards and a wide range of wines. Three tours: *Experience, Premium and Exclusive*. Their “Music among the Vines” event attracts more than 400 visitors. During “Open Harvest”, they offer activities from September to November. Second prize for Best Wine Tourism Experience in Spain 2021.

Por ti

80% Monastrell, 20% Cabernet sauvignon 18 months

A modern take on Jumilla in both concept and style. International Cabernet Sauvignon meets the native Monastrell. “Por ti” (For You) is a tribute to loved ones, crafted with great care and attention. Powerful and concentrated. Notes of preserves, spices, cocoa and liquorice, with ripe, rounded and slightly sweet tannins.



Ctra. Jumilla-Calasparrá, km 3,1
30520 Jumilla - 📞 968 784 135
www.bodegasluzon.com





Jumilla Wine Route **Notable wineries and wines**

BODEGAS CARCHELO

A winery founded in 1990 by the Abellán Guardiola family, with a long tradition of cultivating vines, almonds and olives. The third generation represents the fresh spirit of Jumilla, from the coolness of the Carche Valley to the youthful team and modern image. An excellent visit and tasting experience.

Guarafia

100% Garnacha fina **6 months**

Guarafia is one of their “Single Vineyard” wines, expressing the fresh, mineral Mediterranean character of the Sierra del Carche. In this case, a Garnacha Fina that is smooth and elegant, particularly fruit-driven and floral, thanks to ageing in large vats with grey granite walls, which enhances its aroma and complexity.



Casas de la Hoya, s/n – Paraje Sierra del Carche – 30520 Jumilla – ☎ 968 435 137
www.carchelo.com

BODEGAS JUAN GIL

The best-known name in the DPO Jumilla, founded in 1916 and now run by the fourth generation of the Gil family. Visits include the characteristic dry, stony vineyards of the Término de Arriba area, at 750 metres above sea level, where few crops would survive, yet Monastrell produces grapes of exceptional character and complexity. A family-run project that has pioneered organic viticulture while combining traditional methods with innovation.

Juan Gil Etiqueta Plata

100% Monastrell **12 months**

Juan Gil’s most iconic label, with over 20 years of success in national and international markets. A hallmark of Jumilla’s Monastrell reds, with intense fruitiness yet smooth, rounded and sweet.



Ctra. Fuente Álamo, s/n – 30520 Jumilla
☎ 968 435 022 – 968 110 149
www.bodegasjuangil.com





Jumilla Wine Route **Notable wineries and wines**



CASA DE LA ERMITA - ESENCIA WINES

Casa de la Ermita (1999), pioneers in introducing international varieties, particularly Viognier and Petit Verdot. Since 2020, they have returned to their roots, focusing once again on the vineyard and their identity as Jumilla winegrowers. Visits, tastings and a Wine Museum, home to one of the finest collections of viticulture and winemaking artefacts in Spain.

Casa de la Ermita Blanco

50% Viognier, 48% Chardonnay, 2% Macabeo

A white wine from a winery and region better known for reds. It reflects their expertise with international varieties, in this case Viognier and Chardonnay. Unique in Jumilla and highly successful in the domestic market. Pineapple, passion fruit and floral jasmine notes, with a fresh citrus finish.



Ctra. del Carche, km 11,5 - 30520 Jumilla
📞 968 975 942 - 600 479 005
www.casadelaermita.com

BODEGAS VIÑA ELENA

A family-run winery founded in 1948, today managed by the third and fourth generations. They produce wines under the DO Jumilla, as well as extra virgin olive oil and almonds. Their former house and winery is now home to La Casa de los Abuelos, a gastronomic space where visits can be rounded off with a paired tasting menu (1 Repsol Little Sun).

Paraje Marín

100% Monastrell

Bruma del Estrecho de Marín is a collection of vineyard plots created in 2014 to showcase the diversity of Monastrell within the DO Jumilla. This wine, made from 100% Monastrell grown in the vineyards surrounding the winery, is aged in concrete tanks, preserving freshness while expressing the elegance of this grape variety.



Ctra. N-344, km 52,7 - 30529 Jumilla
📞 968 921 225 - www.vinaelena.com





Jumilla Wine Route **Notable wineries and wines**

XENYSEL VINEYARDS AND WINERIES

A family-run winery located in the Hoya de Torres Valley, one of the most privileged areas for growing Monastrell within the DO Jumilla. It has 200 hectares of its own vineyards, including 70 hectares of ungrafted Monastrell vines. The name “Xenysel” comes from the initials of the three daughters of José María, the founder of the winery –Xenia, Nydia and Selene– who now work alongside their father to promote their wines, all 100% organic and vegan.

Xenysel Pie Franco

 **100% Monastrell de pie franco**

Monastrell in its purest form, in the style of their grandparents’ wines. Fresh fruit, with no oak ageing, expressing the essence of their ungrafted vines, around 70 years old. Intense and fruit-driven, yet refined, with the character of the limestone soils typical of the Hoya de Torres Valley. 100% organic and vegan.



Valle Hoya de Torres, N-344, km 81
30520 Jumilla - ☎ 617 290 171
www.xenysel.com

BODEGAS RAÍCES IBÉRICAS

A distinctive project, established in 1998 as a collection of single-varietal wines from 15 different regions. They eventually put down roots in Jumilla in 2012, working with oenologist Agustín Navarro, who offers private visits by prior appointment.

Equilibrio Selección

 **100% Monastrell**  **6 months**

A selection from vines over 40 years old, including specific parcels with in plots. This allows them to optimise grape quality, as their 320-hectare estate lies in the driest part of Jumilla, with poor soils and very sunny slopes. The key lies in the timing of the harvest, achieving the right balance between



Paraje la Raja, s/n - 30520 Jumilla
☎ 674 219 074
www.raicesibericas.com





Jumilla Wine Route



Restaurants and wine bars



CASA SEBASTIÁN

Authentic home-style cooking, traditional and family-run. Since 1995 in the Mercado de Abastos market, right in the heart of Jumilla. Now in the hands of the second generation, Sebastián García and his wife María Dolores Cañavate. Jumilla-style gazpacho, home-cooked stews, pig's trotters, pig's ear in Monastrell sauce and hearty stews. A must.

Avda. Levante, 6 - Mercado de Abastos - 30520 Jumilla
© 968 780 194 - www.restaurantecasasebastian.com



REYES CATÓLICOS

A classic of Jumilla's gastronomy since 1996. Popular with local wineries for hosting meals with their top clients. Traditional cuisine with contemporary touches. Specialising in Jumilla-style rice dishes and gazpacho. Wide selection of fish, seafood and meats, including seven different cuts of sirloin. Temperature-controlled cellar with wines from Jumilla and beyond.

Avda. Reyes Católicos, 33 - 30520 Jumilla
© 968 781 283 - www.restaurantereyescatolicos.es



SAN AGUSTÍN

A benchmark for gastronomy in Jumilla. Traditional cuisine, fresh produce and Pedro Piqueras' passion for Jumilla wines. Two spaces: restaurant and bar, offering set menus, tapas and wines. Head chef Ana María sources fresh fish and seafood from Santa Pola through her fishmongers, Pescadería Gilar. Wine-pairing tastings and gastronomic events.

Avda. Ntra. Sra. de la Asunción, 62 - 30520 Jumilla
© 968 781 314 - www.restaurantesanagustin.es



LOS 3 SOLES

One of the most authentic bars in Jumilla. A true festival of small tapas, with very personal service, plenty of variety and constant discoveries. The DO Jumilla takes centre stage, with the entire wine list available by the glass or by the bottle. More than just eating and drinking well, it's an experience. "My way", as Frank Sinatra would say.

San Pascual, 15 - 30520 Jumilla
© 606 025 822



Jumilla Wine Route **Restaurants and wine bars**



LA MACARENA

La Macarena is a historic establishment in Jumilla, founded in 1939, housed in an emblematic building that had been the headquarters of Banco Hispano Americano since 1907. With a long history as a café, brewery, liqueur bar, vermouth bar and wine bar. Always serving tapas and appetisers. Now run by the third generation, across both the restaurant and wine bar. Open Thursday to Sunday.

Cánovas del Castillo, 36 - 30520 Jumilla
☎ 638 392 556 - www.lamacarena.eatbu.com



VENECIA

One of the most charming bars in Jumilla. Since 1989, when Paco and Magdalena were still just dating. After four decades, they have more friends than customers. Homemade tapas, stuffed mussels (“tigres”) with over 20 years of history and croquettes dating back to the 1980s. Rice dishes, kid chops, beef steak and much more. Always with a fine selection of Jumilla wines.

Doctor Fleming, 7 - 30520 Jumilla
☎ 968 783 298



SOTA

A historic café-bar founded in 1955 in a 19th-century modernist house, with photographs from its golden era. Paco and María Dolores continue its cultural activity, hosting concerts and exhibitions. Summer terrace. Known for one standout speciality: the best octopus salpicón in Jumilla. And another detail; Paco still carves ham by hand, in the traditional way.

Cánovas del Castillo, 56 - 30520 Jumilla
☎ 670 062 091



Jumilla Wine Route Accommodation



EL PATIO DE LUCAS

Four apartments combining design, comfort, street art and a passion for wine. Various capacities, for couples or groups of six to eight people. Cosy inner courtyard and exclusive wine bar area. Wine tourism packages to discover Jumilla beyond accommodation. Another apartment building is due to open soon in Plaza de la Constitución, right in the heart of Jumilla's historic centre.

San Pascual, 15 - 30520 Jumilla - ☎ 633 288 368
www.elpatiodeluces.com



CASA ALMENDRO

Behind its discreet façade lies a spacious double-height living area, a large kitchen and four double bedrooms. Ideal for families and groups, with three bathrooms, two inner courtyards, one with a fireplace and wood-fired oven, and a large rooftop terrace. Capacity for up to 10 people. SICTED quality certification, the Spanish Integrated Tourism Quality System.

Federico García Lorca, 14 - 30520 Jumilla - ☎ 640 685 286
www.rutadelvinojumilla.com/casa-almendro



LA ALQUERÍA

A village house lovingly run by Paqui and Pedro Luis in the hamlet of La Alquería, 5 km from Jumilla. Casa Antoñín offers peace and privacy, with thick walls in a quiet rural setting. Traditional architecture and a beautiful courtyard shaded by a fig tree, with barbecue. Suitable for couples or groups of up to ten people, with 200 or 330 m² available depending on whether one or both floors are used.

La Alquería, 11 - 30520 Jumilla - ☎ 696 459 765
www.rutadelvinojumilla.com/alojamientos-la-alqueria



LOS ÁRBOLES

A country house in the Los Alberciales area, set among DO fruit orchards and organic olive groves, with views of Monte de Santa Ana, Sierra del Buey and Cerro del Castillo. A former building restored by Pedro and Ana Isabel following environmentally sustainable principles. Three bedrooms with capacity for six guests. A popular choice for gatherings with family and friends, thanks to its large living-dining room, spacious porch and grounds for outdoor activities.

Los Alberciales, Polígono 139, Parcela 257 - 30520 Jumilla
☎ 688 707 949 - 652 621 261 - www.casarrallosarboles.es



Jumilla Wine Route

Cultural visits and services



JUMILLA WINE MUSEUM

The museum offers an overview of the history of wine in Jumilla, from its earliest archaeological evidence to the present day. It is housed in the former esparto warehouses of El Arsenal (1908), a key economic sector in the mid-20th century. It features three permanent exhibition rooms, temporary exhibitions, an auditorium, tasting room and an outdoor garden for events.

Avda. José Sánchez Cerezo, s/n - 30520 Jumilla
☎ 663 202 822



CASA DE LA ERMITA WINE MUSEUM

Home to one of the finest collections in Spain of traditional viticulture and winemaking tools and equipment. Opened in 2018, it presents a historical, cultural and ethnographic journey through the traditional work and trades linked to vineyards and wine. It originates from the former Juan Carcelén Wine Museum, created in 1970 by Jumilla native Juan Carcelén Herrero (1917-1996), once the first wine museum in the Región de Murcia.

Ctra. del Carche, km 11,5 - 30520 Jumilla
☎ 968 975 942 - 600 479 005 - www.casadelaermita.com



JUMILLA CASTLE

With over 3,500 years of history, the hill has seen a succession of cultures since prehistoric times. Built on the remains of an 11th-century Islamic fortress, the Marquis of Villena constructed the castle we see today in 1461, notable for its large trefoil tower. The castle has now been fully restored. From its walls, visitors can enjoy views over a sea of vineyards in the world's largest Monastrell-producing area.

Cerro del Castillo, s/n - 30520 Jumilla
☎ 968 780 237 - www.jumillaturismo.es



ETHNOGRAPHIC AND NATURAL SCIENCES MUSEUM

The Ethnography and Natural Sciences section of the Jerónimo Molina Municipal Museum offers an insight into the traditions, trades and way of life of rural Jumilla. It houses collections of mineralogy, esparto grass, ceramics and pharmacy, illustrating the close relationship between the local community and its environment. It also features a collection of 6,000 butterflies and insects.

Plaza de la Constitución, 3 - 30520 Jumilla
☎ 968 780 740 - www.jumillaturismo.es



Jumilla Wine Route **Cultural visits and services**



CASA PAREJA

A family-run olive mill producing olive oil since 1870, when the Molina family operated their mill in the centre of Jumilla. In 1991, production was no longer permitted within the town, so they moved the mill to the countryside. Today, the estate is run by Juan Molina, fifth generation of the family, an agricultural engineer and oenologist. The estate covers 350 hectares, fully organic and biodynamic, with 3,500 trees.

Ctra. Cieza, km 8,3 - 30520 Jumilla
☎ 699 940 143 - 659 044 806 - www.casapareja.es



OLIMENDROS

An estate of over 500 hectares of olive groves. The Olimendros olive mill is located at the heart of the estate, where six single-varietal oils from their own harvest are produced. Careful cultivation and production result in high-quality extra virgin olive oils, recognised with the Integrated Production and Agri-food Quality seals of the Región de Murcia.

Cañada de Albatana, 12 - 30520 Jumilla
☎ 968 906 831 - 968 435 290 - www.olimendros.com



BSI OLIVE MILL

Bodegas BSI (1934), the main wine producer of the DO Jumilla, also operates an olive mill for cooperative members who grow olives. A pioneer and benchmark in wine tourism, it combines wine and olive oil tourism in a single experience. During winery visits, wine tastings are paired with their own olive oils. Their "Visita Entrañable" is the most specialised option, including a visit to the olive mill and a tasting of three olive oils.

Ctra. Murcia, s/n - 30520 Jumilla
☎ 968 780 700 - www.bsi.es



JUMSAL, SALINAS DE LA ROSA

Jumsal operates an underground mine reaching a depth of 900 metres. They extract pure salt, free from the microplastics and hydrocarbons commonly found in sea salt. Educational visits are available, ideal for families with children. These saltworks date back to Roman times, when large quantities of salt were extracted. It was so valuable it was historically known as "white gold".

Pol. Salinas de la Rosa, s/n - 30520 Jumilla
☎ 968 432 080 - 968 430 052 - www.jumsal.com



Jumilla Wine Route **Cultural visits and services**



VIÑA VAEL

A family of winegrowers for four generations. Isabel offers visits to her father-in-law's estate, whose father was a forest ranger. She has restored the old cave-house once used by the ranger. They offer country-style meals following a day of hiking in the Sierra del Buey. Ideal for walkers and families with children.

Paraje de la Amacolla - Diseminado los Herreros, 1
30528 Jumilla - ☎ 644 631 045



FINCA TOLI

A family-run estate dedicated to cherry growing. Its main attraction is the cherry blossom festival (March-April), a rare sight in Jumilla. Inspired by Japan, they offer Han-ami-style visits during blossom season, Yozakura evenings with moonlit dinners, and Shūkaku for the cherry harvest. They also produce their own wines.

Ctra. Jumilla, km 6,5 - 30520 Jumilla
☎ 687 510 489 - www.fincatoli.es



CENTRAL QUESERA MONTESINOS

Cheesemakers since 1978, continuing a long-standing tradition linked to Murcian goat herds. Three main types: Murcia Fresco, Murcia Curado and Murcia al Vino, where the cheese is bathed in red wine during maturation. They do not offer tours but their cheeses can be found in shops and wineries along the route.

Vereda Real, s/n - 30520 Jumilla
☎ 968 781 261 - www.montesinos.es



VIAJES MAYSO

Travel agency for the Jumilla Wine Route. Wine tourism packages for all audiences, including winery visits, wine tastings, selected restaurants and accommodation, guides, translators and transport. Booking of package holidays, long-haul trips and cruises.

Avda. de Levante, 43 - 30520 Jumilla
☎ 968 757 682 - 968 716 160 - www.viajesmayso.com



Jumilla Wine Route

Wine shops and specialist stores



LOS CHILINES

A leading wine shop in the heart of the town, now in new premises. The finest selection of Jumilla wines, along with olive oils, vermouths, beers and gourmet products. From the legendary Vinos Universal (1980) to today, they have hosted over 1,000 wine tastings. They are also pioneers in wine tourism. And they have a comprehensive online wine shop.

Plza. de Levante, 69 - 30520 Jumilla
☎ 968 780 710 - www.loschilines.com



LA JAMONERÍA

The personal project of Pablo Martínez, Spanish Champion 2017 and Golden Knife Award winner 2014, an expert in hand-carved ham. With over fifty awards, he now works as a trainer and competition judge. Selection of hams, cured meats, cheeses and salted products. Hand-carving service, catering, tastings and training courses.

García Lorca, 1 - 30520 Jumilla
☎ 620 392 346 - www.lajamoneriajumilla.com



EMBUTIDOS GILAR

A family-run business since 1959, now led by the third generation. They began with breeding, fattening and selling pigs, later expanding into their own production of fresh meats and traditional Murcian cured meats. This is made possible thanks to the climate of the Murcian Altiplano, at 600 metres above sea level, with clean mountain air.

Av. de Yecla, 36 - 30520 Jumilla
☎ 968 780 383 - www.embutidosgilar.com



CASA CANALES

A small, traditional shop in the old quarter of Jumilla, established in 1923 and now run by Paco, the fifth generation of the family. Specialising in Iberian cured meats, Murcian cheeses, olive oils and traditional sweets. They also offer an excellent selection of wines and organise tastings with oenologists from Jumilla wineries.

Cánovas del Castillo, 45 - 30520 Jumilla
☎ 968 780 135 - 630 350 864 - www.casacanales.es



Jumilla Wine Route **Wine shops and specialist stores**



PASTELERÍA NABER

A historic and traditional shop, established in 1979 in Plaza de la Constitución, in the heart of Jumilla's old town. Juan José Bernal opened his bakery at the age of 25, later evolving into a home-style, artisanal pastry shop, drawing on traditional recipes passed down from mothers and grandmothers. Specialists in typical sweets from Jumilla.

Plza. de la Constitución, 6 - 30520 Jumilla
© 968 780 512 - www.pastelerianaber.blogspot.com



EL OBRADOR DE FRAN

A small haven for honey lovers, run by Fran and Rede, artisan beekeepers specialising in hive products. The shop offers around a dozen varieties of honey, including thyme, rosemary and almond. Also available: pollen, royal jelly, honey biscuits, cosmetics, soaps and gift boxes. They organise honey and wine tastings. They also offer a personalised wine glass engraving service.

Cartagena, 7 - 30520 Jumilla
© 619 523 239 - www.elobradordefran.com



Jumilla Wine Route



Practical information



JUMILLA WINE ROUTE

Plaza de Arriba, s/n
30520 Jumilla
☎ 688 703 830
www.rutadelvinojumilla.com



JUMILLA DO REGULATORY COUNCIL

San Roque, 15
30520 Jumilla
☎ 968 781 761
www.jumilla.wine



JUMILLA TOURIST OFFICE

Plaza del Rollo, 1
30520 Jumilla
☎ 968 780 237
www.jumillaturismo.es

PARTNER ORGANISATIONS

- Association of Artisans of Jumilla
- Roque Molera Rivera Museum
- Jesús Nazareno Museum Jumilla
- Council of Holy Week Brotherhoods
- Jumilla National Folklore Festival
- Federation of Wine Harvest Clubs and Festivals

MAIN TOURIST ATTRACTIONS

- Jumilla Town Hall
- Vico Theatre
- Jerónimo Molina Archaeological Museum
- Casa del Artesano (Artisan's House)
- House of Music and Legacy of the Arts
- Chapel of San José
- Chapel of San Agustín
- Santa María del Arrabal
- Chapel of San Antón Jumilla Holy Week Museum
- Arch of San Roque
- Palaeontological Site of La Hoya de la Sima
- Iberian Site of Coimbra del Barranco Ancho
- Archaeological Site of El Cerro del Tío Pimentón
- Archaeological Site of La Solana de la Pedrera
- Abrigo del Buen Aire cave paintings
- Motorhome parking area

More information: www.jumillaturismo.es



Agenda

JANUARY

- Three Kings
- San Antón Jumilla MTB Cycling Race
- Festivities of San Antón and San Sebastián

FEBRUARY

- Festivities of San Blas (old town)
- Carnival
- KMO Route

MARCH

- Festivities of the La Alquería district (San José)
- Wine Fair (starting in Easter Week)

APRIL

- Drum parades (Cristo de la Sangre Association)
- Easter Week (of International Tourist Interest)
- Easter Week Concert

MAY

- Pilgrimage of Cristo Amarrado a la Columna
- Festivities in the districts of La Raja, in honour of Saint Isidore the Labourer, and Fuente del Pino, in honour of Our Lady of the Rosary
- DO Jumilla Wine Quality Competition
- Night of the Museums

JUNE

- Festivities of San Juan and Las Encebras (San Pedro)
- Moors and Christians, Medieval Market
- Music among Wines

JULY

- Festivities of the neighbourhoods of San Fermín, El Carmen, Santiago and the district of La Zarza
- Music among Wines

AUGUST

- Celebration of Wine
- Wine Fair
- Sonovin Monastrell Sound Festival
- Patron Saint Festivities (of Regional Tourist Interest)
- National Folklore Festival
- Grape Harvest Festival
- Children's Parade
- Offering of grapes and the first must
- Traditional Parade
- Grand Wine Parade
- Festivities of the district of Cañada del Trigo, in honour of Our Lady of Los Remedios
- Festivities of the Torre del Rico, in honour of Our Lady of the Rosary

SEPTEMBER

- World Tourism Day
- Festivities of the district of Román, in honour of Saint Rita
- Festivities of the district of La Estacada

OCTOBER

- "Drinking with the Eyes" Photography Competition
- Matavendimia (end-of-harvest celebration)

NOVEMBER

- Gold Insignia of the Jumilla Wine Route
- Saint Cecilia
- Gastronomic Days
- "Drinking with the Eyes" Photography Exhibition
- European Wine Tourism Day

DECEMBER

- Barbudo Sky Race (mountain race)
- Christmas Fun Run
- New Year's Eve celebration
- Festivities of Our Lady of Loreto (old town)
- Christmas Proclamation Day

*

Guided and/or dramatised tours and wine tastings at the Wine Museum are available throughout the year.



Designation of Origin



Yecla

The Yecla DO has the distinctive feature of being the only Spanish designation of origin made up of a single municipality.

The Yecla DO lies in the Murcian Altiplano, at the transition between the Mediterranean and the Castilian plateau, much like Jumilla. Its defining characteristic is the variation in altitude, which creates two clearly differentiated zones.

Campo Abajo, to the south, reaches 400-650 meters, with more clayey and sandy soils.

Campo Arriba, to the north, reaches 700-800 metres, with poorer, limestone and stony soils, ideal for dry-farmed Monastrell.

The vineyards stretch to the foot of **Monte Arabí**, whose cave paintings were declared a UNESCO World Heritage Site in 1998.



Yecla

Wine Route



The **Yecla Wine Route** is remarkably compact, with all its wine tourism resources located close together. Wineries, restaurants, wine bars and other services are mostly concentrated in the town itself or nearby, making it a very convenient and accessible route.





Yecla Wine Route

Bodegas y vinos destacados

BODEGAS LA PURÍSIMA

Founded as Cooperativa Agrícola La Purísima (1946), it remains the largest winery and one of the oldest in Yecla. Its 3,325 hectares represent 60% of the vineyards of the DO Yecla. An undisputed leader, with a capacity of 9 million litres and 90% of its production exported to 30 countries.

Nocturne Blanc de Noirs

100% Monastrell

Modern and innovative, the latest release from La Purísima is set to make an impact. A single-varietal 100% Monastrell, using red grapes made as *blanc de noirs* to produce a white wine, without skin contact, where the colour lies. Created for new markets seeking white wines from a traditionally red-grape region.



Travesía Pinoso, 3 – 30510 Yecla
☎ 968 751 257
www.bodegaslapurissima.com

BODEGA CASTAÑO

One of Yecla's leading wine families, producing bulk wine since 1950. With the arrival of Ramón, Juan Pedro and Daniel Castaño, the winery moved forward in innovation, quality and branding, helping to establish DO Yecla wines, with 90% of production exported. Their strength lies in their vineyards, with more than 500 hectares across four estates. Guided tours and "ENOquedadas" (wine-related events) are available.

Hécula

100% Monastrell 6 months

Castaño's flagship wine and one of the historic labels of the DO Yecla. In the early 1990s, it played a key role in the transition from bulk wine to the first quality bottled wines. It opened up 60 export markets, putting Monastrell firmly on the international map.



Av. Fuente-Álamo, 3 – 30510 Yecla
☎ 968 791 115
www.bodegacastano.com

BODEGA CONDE DE MONTORNÉS

An emblematic winery dating back to the 19th century. Combining tradition with a forward-looking approach. Its vineyards cover nearly 1,000 hectares on the slopes of Monte Arabí. It boasts modern facilities in the countryside produce high-quality wines, both conventional and organic. Their historic winery in the town centre can also be visited, featuring refined architectural details.

Uvas contadas

100% Monastrell 6 months

Monastrell from old vines in the Cerro Maestre area, at the foot of Monte Arabí. Produced using traditional methods in concrete vats. Expressive fruit, mineral notes from limestone soils and hints of Mediterranean herbs from the surrounding scrubland.



Paraje las Balsillas – Ctra. de Pinoso, s/n
30510 Yecla – ☎ 968 790 138
www.condedemontornes.com



Yecla Wine Route **Notable wineries and wines**

BODEGAS BARAHONDA

One of the leading wine tourism wineries in Yecla: tours of the winery, the Barahonda360 virtual reality experience, tastings, a wine bar overlooking the vineyards and the Michelin-starred Restaurante Barahonda. The Candela family has a long winemaking tradition dating back to 1925. In 2006, the fourth generation, Antonio and Alfredo Candela, opened the new winery, focusing on quality wines and wine tourism.

100 Candelas

 **100% Monastrell**  **12 months**

Commemorating the centenary of the Candela family's first winery (1925-2025). A limited edition of a unique and special wine, paying tribute to the land and family tradition. Only 1,000 bottles, presented in wooden cases. Made from their finest Monastrell grapes from century-old vineyards. It embodies the passion and dedication of four generations.



Ctra. de Pinoso, km 3 - 30510 Yecla
 **968 718 696**
www.barahonda.com

BODEGAS EVINE

A small family-run winery owned by the Martínez-Quintanilla family. Felipe, a winegrower and oenologist, works alongside his sisters Ana and Rosa, the fourth generation of winegrowers and the third of winemakers. In 2003, they built their small winery among the vineyards. It is the oldest organic winery in the DO Yecla, with 100% estate-grown grapes and fully organic vineyards.

María Sarmiento

 **80% Monastrell, 20% Syrah**

Bodegas Evine's most award-winning wine. Recently recognised with an Ecowine Gold Award 2025. Particularly smooth and well-rounded, with the fruitiness provided by the Syrah acting as the perfect complement to the Monastrell.



Camino de Sax, km 7 - 30510 Yecla
 **639 209 556**
www.bodegasevine.es



Yecla Wine Route



Restaurants and wine bars



RESTAURANTE AURORA

A restaurant with a long family tradition, located in the Hotel Avenida (1961). Historically, a meeting place for many families in Yecla, hosting family meals, weddings, baptisms, communions and business gatherings. Traditional cuisine.

San Pascual, 3 - 30510 Yecla
© 968 751 215 - www.hotelavenidayecla.com



CANDILEJAS

Behind its unassuming façade lies a spacious bar-restaurant. Paco Pérez offers fresh produce at good prices. Tartare of bluefin tuna loin from Murcia, oysters, clams, prawns and blue lobster. Tapas specials board, à la carte menu and a wide range of rice dishes.

Alfarería, 7 - 30510 Yecla - © 968 958 299
www.facebook.com/barcandilejasyecla



LA ZARANDA

Preserves the spirit of the historic La Zaranda (1947), once a popular tavern and bulk wine shop among locals. Now updated by Jorge Belondo, who reinterprets traditional dishes and showcases Yecla wines.

Murillo, 13 - 30510 Yecla
© 868 054 357 - www.facebook.com/lazaranda.yecla



RESTAURANTE ESTIRPE

Juan Azorín, Best Chef in the Región de Murcia 2023, and Ana Sánchez, Best Front-of-House/Sommelier 2023. A truly personal project, run entirely by the two of them. Traditional signature cuisine, reinterpreted and innovative (1 Repsol Sun 2026).

Plza. de la Concordia, 13 - 30510 Yecla
© 747 463 941 - www.estirperestaurante.com



Yecla Wine Route **Restaurants and wine bars**



RESTAURANTE PACHAMAMA

Grill specialising in Argentine and Spanish meats cooked over charcoal. Also offers *empanadas criollas*, home-made pasta, tapas and sandwiches. Special menus with tango and mariachi performances. Wines from DO Yecla and of course Argentine wines.

Pintor Juan Albert, 36 - 30510 Yecla - ☎ 968 958 487
www.facebook.com/PachamamaAsador



RESTAURANTE OLIVO DE JAÉN

Since 2003, José and Ángeles have evolved from a neighbourhood bar into a restaurant. Today their son Juanjo carries forward his father's charisma. Dry-aged meats, large rib steaks and a wide range of sharing dishes. Beautiful cellar and one of the best by-the-glass wine selections in Yecla.

Plza. García Lorca, 3 - 30510 Yecla
☎ 968 753 061 - www.olivodejaen.com



TAPEOTECA

The meeting place created by brothers Fran and David Maza, sons and grandsons of one of Yecla's best-known construction families. A regular spot for friends, family and clients, including many local businesspeople. Part of Yecla's growing ambition to become a gastronomic destination.

Pío Baroja, 9 - 30510 Yecla
☎ 672 788 124 - www.latapeoteca.es



TEJOTA

One of the liveliest venues in Yecla. Saturdays are especially popular, with late-afternoon drinks that turn into a DJ-led party. Tomás and Mari Luz run one of the longest-established cafés in Yecla. Constantly evolving, today it is a tapas bar, wine bar, restaurant and terrace, with Tomi representing the next generation. All wines available by the glass.

Avda. Literato Azorín, 8 - 30510 Yecla
☎ 646 253 842



Yecla Wine Route **Restaurants and wine bars**

YECLA
RUTA DEL VINO
ENOLÓGICO



BARRABÁS

The personal project of Miguel Puche. A bar specialising in tapas and pintxos in the purest Basque-Navarre style, drawing on his experience as a head chef in Navarra.

Arcipreste Esteban Díaz, 57 - 30510 Yecla
© 658 120 961 - www.facebook.com/Pintxosymas



BAR IDEAL

The only bar in Yecla with a kitchen open every day from 7.30 am, near the Furniture Fair site and Yecla Hospital. Javi Abellán is a real character.

Avda. de la Feria, 8 - 30510 Yecla
www.facebook.com/idealyecla



TAPEO

Bar-restaurant run by Eva Navarro at the Yecla Furniture Fair site. Daily set menu and weekend à la carte menu. Excellent Iberian pork cheek cooked in Monastrell.

Avda. de la Feria, s/n - 30510 Yecla - © 968 794 877
www.facebook.com/TapeoBarYecla



BAR PEÑA TAURINA

A restaurant with a long-standing tradition, established in 1996 at the Yecla Bullring. Specialising in oxtail stew, Yecla-style gazpacho, rice dishes and grilled meats.

Tejeras, s/n - Plaza de Toros - 30510 Yecla
© 968 752 254 - www.ptaurinayeclana.com



BAR GAGGIA

A tapas bar focused on seasonal produce, near the San Cayetano market. House-style octopus, mushrooms, artichokes, sardines, patatas bravas and more. Winner of Best Wine Service 2025 on the Wine and Tapas Route.

Arcipreste Esteban Díaz, 10 - 30510 Yecla
© 648 143 005 - www.facebook.com/BarGaggia



BAR LA BODEGA

A former wine cellar now open in the evenings, ideal for tasting DO Yecla wines. It has evolved into a tapas and montaditos bar, known for its warm, homely atmosphere.

San Ramón, 85 - 30510 Yecla
© 676 481 116 - [instagram.com/barlabodega](https://www.instagram.com/barlabodega)



Yecla Wine Route **Restaurants and wine bars**



RESTAURANTE LOS CHISPOS

A classic since 1998, located in the La Herrada industrial estate, the heart of Yecla's furniture industry. Traditional, with two dining rooms, one for à la carte dining and another for set menus and tapas, with the finest function rooms for weddings and events in Yecla.

Avda. Juan Carlos I, s/n - Pol. Ind. La Herrada - 30510 Yecla
© 968 752 064 - www.restauranteloschispos.com



RESTAURANTE KASA ORTEGA

The project of Alejandro Ortega, a young chef from Yecla who reopened the restaurant of the historic Tennis Club (1972). Since 2022 it has operated as an independent venue, open to all. Specialising in rice dishes and grilled meats cooked over natural vine cuttings and prunings.

Ctra. Fuente-Álamo, Km 2,5 - 30510 Yecla
© 968 759 902 - 609 871 023 - www.kasaortega.es



RESTAURANTE SIERRA CAZORLA

A family-run restaurant founded in 1992, next to the Yecla furniture industrial estate. Specialising in lamb, kid goat and suckling lamb, with their own livestock and trusted shepherds. Quality produce, direct management at the abattoir and specialist cuts. Also offers rice dishes and traditional stews cooked in earthenware pots. Two dining rooms: a more formal space for à la carte dining and celebrations, and a more informal one for set menus and tapas. Extensive wine list, particularly DO Yecla wines.

Ctra. Villena, km 0,5 - 30510 Yecla - © 968 751 002
www.restaurantesierracazorla.com



RESTAURANTE BARAHONDA

The only restaurant with a Michelin star across the three Wine Routes of the Región de Murcia, also holding 2 Repsol Suns (2026). Fine dining with three tasting menus, located within Bodegas Barahonda, one of the leading wineries promoting wine tourism in Yecla. At La Terrasse, a more informal dining option is available during July and August.

Ctra. Pinoso, km 3 - 30510 Yecla
© 968 718 696 - www.barahonda.com



Yecla Wine Route Accommodation



HOTEL AVENIDA

A long-established family-run hotel, founded in 1961. For decades, it has been a centre of social life in Yecla. Family meals, weddings and banquets.

San Pascual, 3 - 30510 Yecla - ☎ 968 751 215
www.hotelavenidayecla.com



APARTAMENTOS YAKKA

Three apartments, the most modern and luxurious in Yecla, refurbished with elegance, quality and comfort. Ideal for couples, families and professionals.

Salsipuedes, 5 - 30510 Yecla - ☎ 722 464 321
www.apartamentosyakka.com



LAS 9 CANDELAS

A historic house in the centre of Yecla. Traditional architecture, full of character and charm. Once home to the 9 Candelas, now offering accommodation rooted in history and a slower pace of life.

España, 19 - 30510 Yecla - ☎ 620 422 412
www.booking.com/hotel/es/las-9-candelas.es



EL CASTILICO

Unique and original place to stay. A centuries-old tower house on the Castle hill. Ever since she was a little girl, Naty Muñoz used to say: "one day this house will be mine". And so it came to pass; she and her husband bought and restored it, preserving its cave-house character, partly carved into the rock. Sleeps up to six people, fully equipped for a memorable stay, with a seasonal pool and views over the Altiplano.

Paseo El Barco de Ávila, s/n - 3510 Yecla
☎ 651 378 226 - www.elcastillico.com



EL LLANO QUINTANILLA

An authentic country house in a small hamlet among vineyards, olive groves and almond trees. Run by the charming host Adela Bernabéu, who left her job to restore this former family farmhouse. They grow their own Monastrell vines and preserve an old artisan winery and a surprisingly large rabbit enclosure. Two houses available, sleeping five and twelve people. Some rooms have private access, making them ideal for couples.

Paraje El Llano Quintanilla, s/n - 30510 Yecla
☎ 625 206 328 - www.casaruralellanoquintanilla.com



Yecla Wine Route

Cultural visits and services



DEORTEGAS OLIVE MILL

In 2008, Marcelo Ortega and Rafaela Ortega set up their own olive mill, now with their daughters taking over. Exclusive group visits to a traditional olive grove of 170 hectares with 33,000 olive trees, including an explanation of the oil-making process and tastings of different varieties. Also offers activities such as yoga among the olive trees and night-time stargazing in the grove.

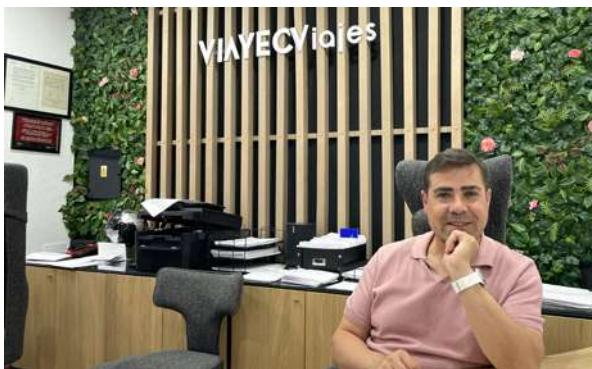
Ctra. del Pinoso, Calle Ardal, Km 5 - 30510 Yecla
© 968 969 644 - www.deortegas.com



GANADERÍAS NAZARIO IBÁÑEZ

A fighting bull ranch located at Las Moratillas, 7 km from Yecla, offering the chance to see the Spanish Fighting Bull in its natural environment. Visits are made by tractor and trailer, touring enclosures with breeding bulls, fighting bulls, cows and calves. Explanations for all audiences on breeding, selection for the bullring and bullfighting terminology. The visit ends with a traditional countryside meal.

Ctra. de Almansa, km 7 - 30510 Yecla
© 607 435 375 - 678 405 645
www.facebook.com/people/Ganadería-Nazario-Ibáñez



VIAYEC VIAJES

A travel agency associated with the Yecla Wine Route, specialising in themed wine tourism trips. Francisco Pérez and his team organise complete packages including winery and olive mill visits, wine and oil tastings, restaurant and accommodation bookings, transport, guides, translators, insurance cover and tailor-made services.

San Francisco, 4 - 30510 Yecla - © 968 752 100
www.viayecviajes.com



Yecla Wine Route

Wine shops and specialist stores



BODEGAS LA PURÍSIMA

The cooperative's wine shop preserves the Yecla tradition of buying both bulk and bottled wines, along with olive oils, vermouths and sweet fortified "mistela" wines.

Travesía Pinoso, 3 - 30510 Yecla - ☎ 968 751 257
www.bodegaslapurissima.com



CARMELO PUCHE THE BUTCHER

The concept of a butcher's shop taken to its highest level. Supplier of premium meats and homemade products to the Yecla Wine Route.

Francisco Castaño, 30 - 30510 Yecla - ☎ 968 790 594
690 790 926 - www.carmelopuche.com



BODEGAS CASTAÑO

A benchmark wine shop on the Yecla Wine Route, backed by the brand's long-standing tradition since 1950. Convenient opening hours and easy access.

Av. Fuente-Álamo, 3 - 30510 Yecla - ☎ 968 791 115
www.bodegascastano.com



WINE CORNER IN LAS BALSILLAS

A wine corner dedicated exclusively to DO Yecla wines. Easy to stop by while refuelling or washing your car. Open from 6 am to 11 pm, including public holidays.

Ctra. de Pinoso, km 0,8 - 30510 Yecla - ☎ 968 791 919
www.lasbalsillas.com/rincon-del-vino



BODEGAS BARAHONDA

The winery shop of one of Yecla's leading names in wine tourism. In addition to their full range, they offer magnum formats and other wines not available in shops or restaurants.

Ctra. de Pinoso, km 3 - 30510 Yecla - ☎ 968 718 696
www.barahonda.com



LIBRICOS YECLA

A family-run business producing "libricos", Yecla's traditional sweet. The only producers in the town, using a family recipe dating back to 1850. Tastings of "libricos" paired with wines and "mistelas".

Martínez Corbalán, 4 - 30510 Yecla
☎ 968 752 245 - 650 393 323 - www.libricosyecla.es



Yecla Wine Route

Practical information



YECLA WINE ROUTE

Plaza Mayor, s/n (Oficina de Turismo)
30510 Yecla
☎ 968 754 104
www.rutadelvinoyecla.com



YECLA DO REGULATORY COUNCIL

Poeta Francisco A. Jiménez, s/n
Polígono Urbayecla II - 30510 Yecla
☎ 968 792 352 - 968 435 412
www.yeclavino.com



YECLA TOURIST OFFICE

Epifanio Ibáñez, 2 (frente al Mercado Central) - 30510 Yecla
☎ 968 754 104
www.turismo.yecla.es

Agenda

JANUARY

- Three Kings
- San Antón

FEBRUARY

- Festivities of San Blas
- Wine and Tapas Route
- Yecla Duathlon, UTY Trail

MARCH

- Closing event of the Wine and Tapas Route
- Pilgrimage prayers to Cristo del Sepulcro
- Carnival
- Yecla MTB Ride "Komokabras"
- Cultural Lent programme

APRIL

- Divino Chuletón (Divine Ribeye Steak Festival)
- Easter Week (of Regional Tourist Interest)
- Pilgrimage of San Marcos
- Trade and Job Fair

MAY

- Fandango de Yecla Award
- Festivities of San Isidro (of National Tourist Interest)
- Furniture Fair
- DO Movement Day

JUNE

- Wine Tourism Gala of the Year

JULY

- Patron saint festivities of Raspay
- Summer Dance Festival
- Músicas del Aire (open-air cinema and concerts)

AUGUST

- Festivities of San Roque

SEPTEMBER

- Grape Harvest Fair
- National Folklore Festival
- September Fair
- Yecla Jazz Festival

OCTOBER

- Bicycle Day
- Carche-Arabí hike
- Speed Painting Competition

NOVEMBER

- Wine Tourism Marathon European Wine Tourism Day
- Saint Cecilia
- Cross-Country Race during the Festivities of Our Lady
- Wine Competition

DECEMBER

- Festivities of Our Lady of Yecla in honour of the Immaculate Conception (of International Tourist Interest)
- Christmas Market
- San Silvestre race



visitregiondemurcia.com