

WINE TOURISM ON THE COSTA BRAVA

WITH THE DO EMPORDÀ
WINE ROUTE





Within the century-old Costa Brava tourism brand, in the province of Girona in the north-east corner of the Iberian peninsula, the Empordà stands out in particular. A unique region where the mountains of the Pyrenees meet the Mediterranean Sea, just one and half hours from Barcelona and 30 minutes from Perpignan.

With its outstanding beauty and contrasting scenery, it has four protected areas and a spectacular coastline with beaches and coves that have been a source of inspiration for many artists. It also offers a rich historical and cultural heritage, ranging from menhirs and megalithic monuments to the surrealism of the genius Salvador Dalí, as well as numerous examples of Romanesque art and Gothic architecture.





The vineyards of the Empordà form a large mosaic of land with a predominant presence of sandstone, granite and slate-textured soils

Wine growing and trade came to Catalonia in the 6th century BC, with the arrival of the first Greco-Roman settlers, who founded Empúries for its Mediterranean climate and strategic location; eventually, this settlement would give the entire Empordà region its name. Four centuries later, there is archaeological and documentary evidence that wines made in the Emporiae were drunk in inland Spain, in other Roman provinces and even in Rome itself.

Wine growing continued until the Middle Ages, when it proliferated around monasteries and abbeys. In the 9th century AD, the slopes of the mountain of Rodes, site of the monastery of Sant Pere de Rodes that still stands today, were terraced and planted with grape vines. During the Middle Ages, the name of the master winemaker Ramon Pere de Noves stands out. Half legend, half reality, he is credited with having written the first treatise on oenology in Catalonia in 1130. During this period,

also thanks to other monasteries, such as Sant Quirze de Colera or Santa Maria de Vilabertran, more than 20,000 hectares in the Empordà were used to grow wine, creating a landscape of dry stone walls, terraced fields and stone huts scattered among the vineyards and cypress trees.

This prosperity was brought to an abrupt end by the Phylloxera plague. Spreading from France, it was first detected in a vineyard in Rabós d'Empordà in 1879. Farmers were forced to uproot the vines and never again would wine growing be carried out on such a huge scale. 50 years later, the birth of the cooperative wine cellar movement heralded a new era in which pooled effort enabled improvements to be made to the winemaking process.

In 1975, the Consell Regulador de la Denominació d'Origen Empordà (Regulatory Board of the Empordà Appellation of Origin) was formed. It was the official confirmation that, after many years of hard work, the Empordà wines had achieved a sufficiently high standard of renown and quality to compete on the market with the other appellations. This marked the fruition of a long-standing aspiration of the region's winegrowers, who had applied for Appellation in the 1960s.

Since then, the DO Empordà has raised quality control standards, sponsored technical studies of the Empordà wines and given particular priority to supporting the production of quality wines. It has also consolidated the image of the region's wines and guaranteed their presence at countless cultural, gastronomic and cultural events. With the new generations of winegrowers' commitment to quality, in recent years the DO Empordà wines have received a number of national and international awards:

With 1,836 hectares of vineyards, the main varieties are grenache and carignan (white, red and black)



RECOGNITIONS, AWARDS AND PRIZES

Decanter 2024

Silver Medal white wine

La Vella 2022
Espelt Viticultors (93 points)

Gold Medal red wine

Finca Garbet 2019
Perelada (95 punts)

Silver Medal red wine

Coma Bruna 2018
Espelt Viticultors (93 points)

Mas Palet Syrah 2021
Clos d'Agon (93 punts)

Gold Medal sweet wine

Somnis de Gerisena Sol i Seren
Celler Gerisena (95 points)

Tim Atkin 2024

VD06 Carignan blanc 2021
Vinyes d'Olivardots (96 points)

Eteric 2019
Vinyes d'Olivardots (94 points)

Somnis de Gerisena 2016
Celler Gerisena (94 points)

Guia Peñín 2024

Soliserena
Celler Cooperatiu d'Espolla
(95 points)

Somnis de Gerisena
Celler Gerisena (95 points)

THE DO EMPORDÀ WINE ROUTE

The winegrowers' growing professionalisation and quality of their wines awakened people's interest in visiting the cellars where the wines were made. This led to the development of an incipient wine tourism, led in many cases by the third generation of Empordà winegrowers. Their grandparents planted the vines and their parents maintained them while they ran their hotel or restaurant; and the third generation have fused their knowledge of both worlds with formal studies in oenology, wine growing, hotel and restaurant management, and marketing, aware that wine tourism is the best way to promote their wines and their work philosophy.

The Costa Brava Girona Tourist Board, a mixed public-private sector organisation created in 1976 to promote the Costa Brava and Girona Pyrenees brands, decided to support this movement and took up the challenge, identifying wine tourism as a sustainable segment that favours deseasonalisation and rural development. Accordingly, in 2012, the DO Empordà Wine Route marketing club was created with the two-fold aim of structuring, managing and improving the segment's

competitiveness, on one hand, and of promoting and disseminating the DO Empordà Wine Route brand and wine tourism experiences on the Costa Brava, on the other hand.

Today, the DO Empordà Wine Route consists of just under a hundred companies and public-sector organisations, chosen for their quality and professionalism, that, together, make up the Empordà region's wine tourism offering. These companies and organisations form a tapestry of nodes on the map of the Costa Brava that, when joined together, enable travellers to craft a route tailored to their needs.

The Costa Brava Girona Tourist Board is leading this initiative, aligning the marketing club's management and tourism promotion activities with current market demands and sustainable tourism criteria. Since its creation, the DO Empordà Wine Route has undergone sustained growth, both in the number of members and in the number of people who visit the members' wine cellars and the amount they spend in the cellars' shops.

Wine tourism is being led by the third generation of Empordà wine growers, who have fused their grandparents' winegrowing knowledge with their parents' knowledge of the hospitality industry



DO EMPORDÀ MEMBERS

Cellars	27
Museums	1
Wine bars	5
Wine shops	4
Tasting service	2
Public organisations	28
Transport company	1
Accommodation Options	9
Restaurants	9
Activities companies	4
Agencies	1
Cooking groups	2

THE DO EMPORDÀ AND WINE TOURISM IN FIGURES



The Empordà Appellation of Origin (DO) is composed of a total of 49 wine cellars, 27 of which open their doors to the public and are part of the DO Empordà Wine Route, all located within a radius of 90 km.

According to data gathered by the DO Empordà Regulatory Board, a total of 5,415,099 bottles were sold in 2023 under the DO Empordà certification.

58% of the total output are red wines, 28% are white wines, and 11% are rosé wines. Sweet wines account for the remaining 2%.

The Empordà region's wine cellars exported 388,022 bottles to some

40 countries, in particular Sweden, Germany, Switzerland, United States, Canada, Netherlands and Hong Kong.

The DO Empordà Wine Route is composed of 96 companies and organisations, of which 27 are wine cellars.

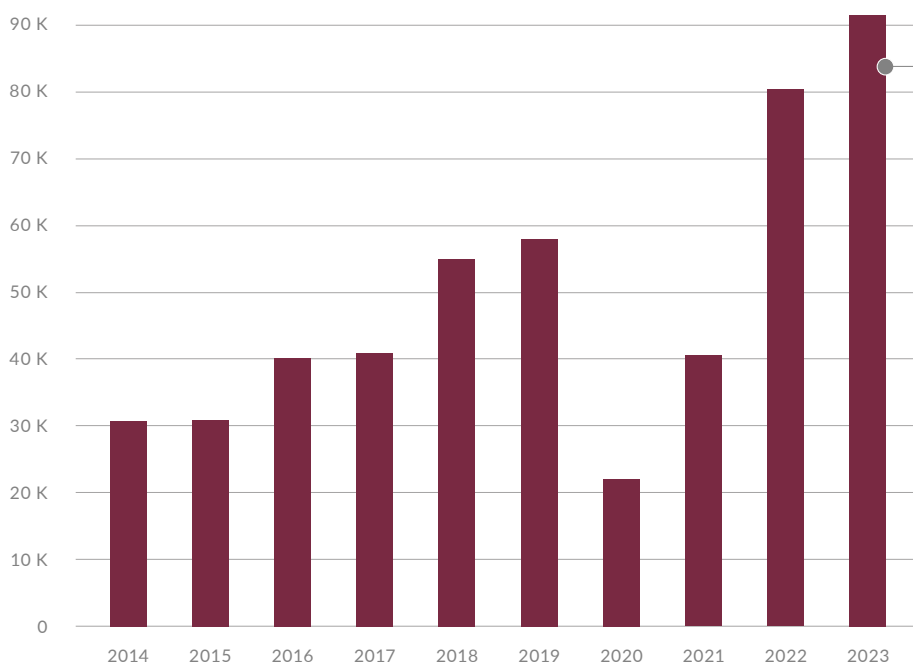
According to data gathered by the Costa Brava Girona Tourist Board, in 2023, the wine cellars that were part of the route received a total of 91,146 visitors, 14% more than in 2022.

Average expenditure per visitor in the wine cellars' shops amounts to €42.18, giving an estimated total

annual economic impact of €2.873.789.

60% of the visitors are people who live in Catalonia; 11% come from other regions of Spain, and the remaining 29% are international visitors, with a strong presence of visitors from France, Netherlands, North America, Germany, Great Britain and Belgium.

13 wine cellars are included in the Taps de Finca action, the brand that identifies DO Empordà wines that use corks from trees grown on properties in the municipalities included in the DO Empordà.



91.146 visitors
+14.30% Regarding 2022

16 of the 27 wine cellars included in the DO Empordà Wine Route make wine under the European organic agriculture seal CCPAE

TEN UNIQUE WINE TOURISM PROPOSALS (AND ONE EXTRA)*

- 01** The **jewel in the crown** of wine tourism on the Costa Brava is the new Celler de Perelada, designed by the Olot-based architects RCR and the first in Europe to be awarded the LEED® BD+C certificate, which certifies the sustainability and high efficiency of the wine cellar's design and construction.
- 02** The visit "**From the vineyard to the monastery**", which reveals the winegrowing secrets of the Benedictine monks who lived and worked in the **monastery of Sant Pere de Rodès**.
- 03** The route with wine and gourmet food tastings offered by the Empordà region's **three oldest cooperatives**: Espolla (1931), Empordàlia (1947) and Garriguella (1963).
- 04** The Mas Llunes wine cellar's **sensory tasting**, where video mapping is used to pair an explosion of light, colour and music with the aromas and flavours of the cellar's wines.
- 05** For visitors who appreciate fine eating, a number of wine cellars offer **breakfasts, picnics and dinners** among vineyards, including Hugas de Batlle, Mas Geli, the Oliveda Group, Mas Oller and Terra Remota.
- 06** Providing opportunities to meet the winegrowers face to face, a number of **family-owned wine cellars offer visits and wine tastings**, including Mas Pòlit, Arché Pagès, Pere Guardiola, Vinyes dels Aspres, Martí Fabra, Viníric, Mas Eugeni, Sota els Àngels and Mas Vida.
- 07** Visitors can enjoy unique wine and cheese **pairings** tasting at the Laura Masramon Empordà Personal Sommelier space, or a gastronomic appetiser at the Vinyes d'Olivardots with Girona Excel-lent products, or taste wines and oils at the Masetplana wine cellar or wine and chocolate pairings at Empordàlia.
- 08** Active wine tourists will find **conventional cycle or e-bike excursions** at the Clos d'Agon, Mas Llunes and Empordàlia wine cellars to discover the Empordà region's most authentic landscapes.
- 09** **Guided tours organised by experts in wine, nature and culture**, including Glops d'Història for archaeology; Naturalwalks and Iolanda Bustos for botany; SK Kayak for outdoor activities, or La Gastronòmica for gastronomy.
- 10** Wine tourism stays at the La Vinyeta, Masia Serra, Espelt Viticultors, Brugarol and Martín Faixó wine cellars, where visitors can have the full experience of **sleeping among vineyards**.

***Vivid Festival! In April, the Empordà region becomes an epicentre for wine tourism in Catalonia, with a programme of unique proposals which offer the possibility of gaining hands-on knowledge and experience of the region's winegrowing**



Just like the natural cycle of the vines, wine tourism never stops

IN WINTER

IN SPRING

All April: Vívud, Alt and Baix Empordà
vivid.costabrava.org

April: D.O. Empordà wine fair, Roses
visit.roses.cat

Easter Saturday: Fira de la Garnatxa i el Brunyol de l'Empordà (Empordà Grenache and Doughball Fair), Garriguella
garriguella.cat

May - June: Arrels del Vi (Wine Fair), Sant Martí d'Empúries - l'Escala | arrelsdelvi.com

June: Fira del Tap i el Suro (Cork Fair), Cassà de la Selva | firadeltap.cat

June: Mostra del Vi de l'Empordà (Empordà Wine Fair), Figueres | visitfigueres.cat

IN SUMMER

July: Music & Wine & Formatges, Llançà
visitllanca.cat

July–August: «From the tree to the cork, from the cork to the table», Palafrugell and Cassà de la Selva | gavarres.cat

September: Festa de la Verema (Harvest Festival), roving | doemporda.cat

September: Catalan Wines and Cavas Fair, Palafrugell | visitpalafrugell.cat

IN AUTUMN

November: Festa del Vi Nou (New Wine Festival), Calonge - Sant Antoni
calonge-santantoni.cat

October: «Drink the museum», several municipalities | costabrava.org

October –December: paired dinners in the Alt and Baix Empordà (Cuina de l'Empordanet and Cuina del Vent), Alt and Baix Empordà | doemporda.cat



New tourist options

Restaurant Can Jeroni, Figueres
canjeroni.com

Winebar El Tap Blau, Calonge
[instagram.com/eltapblau](https://www.instagram.com/eltapblau)

Girona Campsite Association
acg.campingsingirona.com

Rural Accommodation Mas Martí, Capmany
mas-marti.com

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trade.costabrava.org

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Wine tourism on the Costa Brava with the DO Empordà Wine Route

Press kit
2024–2025

costabrava.org
[@costabravapirineu](https://www.instagram.com/costabravapirineu)

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