

# artevino Magazine

"Artevino Group" magazine  
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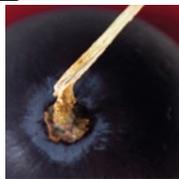
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## PRUNO

Embotellado en la propiedad  
de 60 hectáreas de viñedo



# PRUNO 2010, historical landmark

*Fino*  
ACRECES  
A DEL DUERO  
DENOMINACIÓN DE ORIGEN

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## Wine landscapes

Around this time of year, the look of the landscape of Spanish wine areas changes radically. Time flies. The annual cycle imposed by nature never stops. They may come early or take their time, but the seasons unfold before our very eyes. Wine landscapes are the first to show these transformations through their bright and decadent colours, depending on the occasion, faithful to each season.

It seems like just yesterday that the last vintage, that of 2012, came to a close. A harvest marked by drought, poor yields, but also a grape not known for some time, healthy and with great potential. A vintage that was staged amid vineyards of bright greens, of leaves that in unison showed their energy under a golden, still warm sun.

Little by little, the end of the grape harvest saw the vineyards transform into rich palettes of ochre and nostalgic colours, harbingers of an imminent autumn. What a contradiction. The gradual decline of the splendour of the vines outlines a landscape full of life, which plays out one of its most spectacular scenarios, almost mesmerising to the beholder.

That landscape, like all great works, has an end. Around this time, with winter fast approaching, these once resplendent vineyards, now diminished by the fall, face pruning, where they will inevitably fall into a state of lethargy that will only end with the arrival of spring. However, wine landscapes are inscrutable and even in the cold light of the winter months they are able to impress, just a slight white blanket is enough to excite wonder.

### Artevino Club



arteimage. Christmassy image of the entrance to Villacreces. © Luis Laso





## *Orben captures its moment*

Miguel Gamba won the first photography contest organised by Orben Bodegas, receiving the prize of 1,500 for his work “La naturaleza evoca a Orben” [Nature evokes Orben], which shows a vine shoot in the shape of a circle. The jury decided that Miguel Gamba was the one whose picture best expressed the subject of the contest, while demonstrating technique and quality in the snapshot.

As a result, Maldonado, with “El color del vino y su fruto” [The colour of wine and its fruit], walked away with the second prize of 750. Pablo López was awarded third place for his photograph “Materia prima y poesía visual” [Raw material and visual poetry].” Another 17 photographs narrowly missed out on a place in the final, after being voted for on Facebook by Bodegas Orben fans.

### **Wide participation**

402 entries were submitted to the contest by 163 different participants from all over Spain, many of them professional photographers, students and amateur photographers. What’s more, almost 1,000 Bodegas Orben fans commented and interacted on Facebook during the month-long contest.

Once all the photographs had been received, the professional jury consisting of Ruth Rodríguez (Orben’s enologist), Sergio Aja (Manager of Calcco Comunicación Visual), Víctor Antón (photographer for vichugo.com) and Iván Pérez (Artevino Marketing Manager), selected the 20 finalists for this first competition. These pictures were put to a vote by Orben fans, who helped to decide the three photographers to go through to the grand finale.

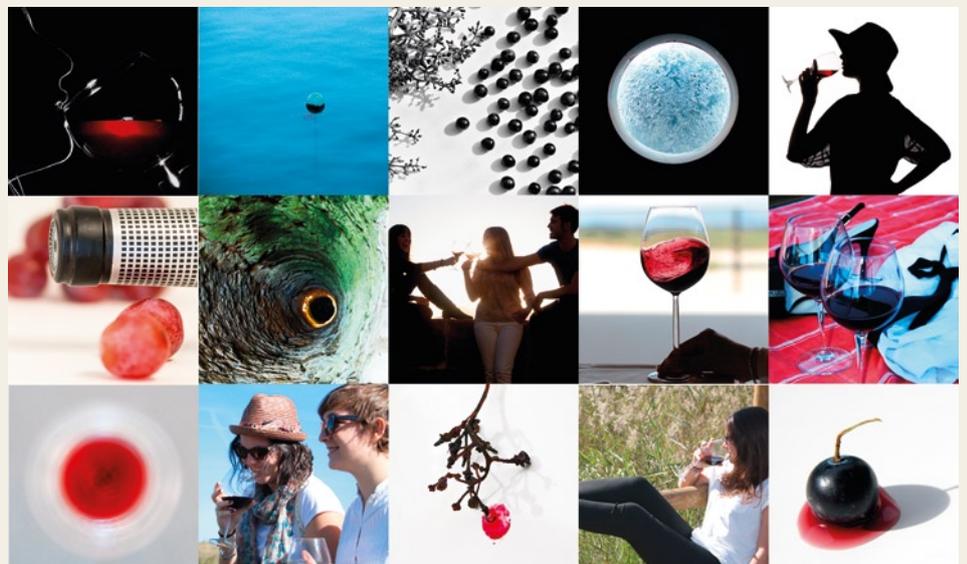
### **Circular nature**

Bodegas Orben gave participants two subjects to choose from for the contest. On the one hand, any circular element reminiscent of or calling to mind the unique Orben design with its imperfect circle. On the other, any scene centred around the wine being drunk and enjoyed. Most participants in their entries opted for reflecting elements of nature with circular shapes, very much in line with Orben’s creative philosophy.

The 20 pictures that made it to the final will be part of a travelling exhibition that will be showcased in different boutiques in Madrid, as well as at the Artevino wineries, located in Rioja, Ribera del Duero and Toro. At the awards ceremony, held at the Viura Hotel (Rioja Alavesa), a small glimpse of this exhibition could be seen with the three winners’ photographs on display.



Poster for the First Orben Photography Contest



A few of the pictures received.

# artevino

## Magazine



*"La naturaleza evoca a Orben" [Nature evokes Orben] - MIGUEL GAMBRA (First Prize)*



*"El color del vino y su fruto" [The colour of wine and its fruit] - PILAR MALDONADO (Second Prize)*



*Materia prima y Poesía visual [Raw material and visual poetry] - PABLO LOPEZ (Third Prize)*



## *Pruno 2010, the most desirable wine*



*Robert Parker gives top marks to Villacreces' youngest wine.*

If one news story has stood out from the rest this past year, it was undoubtedly Robert Parker's recognition of Pruno 2010 as the best wine in history for less than \$20. Back in June the prestigious American critic published a report of wines under \$20, where he gave Pruno 2010 a mark of 94/100, the highest score in history for a wine of this price.

Parker was surprised by the high quality of a wine with such a low price. In fact, the American wine guru claimed that here was a wine "that considerably over-delivers". "Normally, one would expect to pay \$75 to \$150 for a wine that tastes like this," which he also called a "beauty for \$20".

### **Sellout**

Word of Parker's excellent rating soon spread, not only throughout the United States but also across other markets, such as in Spain, where there was extensive media coverage. Even the reporter Matías Prats highlighted Pruno as the best wine in history at a "price for all" on the Antena 3 news programme. This

rating echoed around social networks and the whole internet. The expectations for Pruno 2010, not yet on the market, was overwhelming.

Orders for Pruno 2010 began arriving from the United States, but also from as far away as Russia and Korea. The rush of buyers was such that a quota system had to be put in place in order to fairly distribute the 200,000 bottles available for that vintage. In just a fortnight, these bottles had not only sold out but the unfulfilled demand was four times higher than the stock.

In just a few days major online sales platforms and outlets began to run out of stock. Even the shops for wine tourists visiting Finca Villacreces and Izadi had to limit sales to three bottles per person.

## **Pruno is also charitable**

Of all the 2010 vintage, only a few three-litre bottles were kept aside, which will now go on sale for charity as a limited edition run of 100 units. These one hundred double magnum bottles are only available through the Artevino virtual shop ([www.tiendaartevino.com](http://www.tiendaartevino.com)) and the full amount will be donated to a non-profit organisation involved in the research of rare diseases.

For this limited edition run, a special wooden box has been designed with the Pruno colours, and a handle for easy carrying. Finca Villacreces intends to support a cause such as promoting the work of organisations requiring great resources for discovering the causes and cures for these types of rare diseases. These 100 bottles are the only ones that will be sold from Pruno's memorable 2010 vintage.



Robert M. Parker, Jr.'s

# THE WINE ADVOCATE

*\* Wow! From a vineyard adjacent to Spain's greatest as well as most expensive red wine, Vega Sicilia, this 2,500-case cuvee made for Eric Solomon is spectacular. Full-bodied with an opaque purple color in addition to an extraordinary bouquet of charcoal, wood smoke, creme de cassis and blackberries intermixed with hints of acacia flowers and licorice, this stunning, multidimensional 2010 is loaded. Its texture, richness, complexity, purity and length result in a wine that considerably over-delivers. Normally, one would expect to pay \$75 to \$150 for a wine that tastes like this, but this beauty can be yours for \$20 or less! Moreover, it will keep for a decade.*

\* THE WINE ADVOCATE

*\* ¡Guau! De una viña adyacente al gran así como más caro vino español, Vega Sicilia, esta selección presentada por Eric Solomon es espectacular. Corpulento con un color púrpura opaco y un extraordinario buquet de carbón, madera ahumada, crema de cassis con una mezcla frutos negros con tonos de flores de acacia y regaliz, es despampanante, un multidimensional 2010 lleno de matices. Su textura, riqueza, complejidad, pureza y largura tiene como resultado un vino considerablemente por encima de nuestras expectativas. Normalmente, uno estaría dispuesto a pagar de 75 a 150 dólares por un vino como éste, pero esta joya puede ser tuya por 20 dólares o menos. Además, podrás guardarlo durante una década.*

## News Roundup



### ***Flor de Vetus Verdejo receives prize for its label***

The 61st Graphic Arts Contest, organised by the Graphics Industry Guild of Catalonia awarded Flor de Vetus Verdejo the prize for best label for its design and printing. Devised by Calcco and printed by IPE-Innovaciones, this label stood out because of its combined use of different printing

techniques, chief among which thermochromic ink that changes colour when the wine is at the perfect temperature to be served. Flor de Vetus Verdejo is part of the Bodegas Vetus range of wines distinguished by an original creative streak.



### ***Izadi and Villacreces celebrate Wine Tourism Day***

On the second Sunday of November, as in previous years, the European Day of Wine Tourism was celebrated at Finca Villacreces and Bodegas Izadi. To mark the day, the doors were opened to all those wanting a closer look at the Artevino wineries located in Ribera del Duero and Rioja. In total, almost 200 people atten-

ded this wine tourism event. Also, new this year, Villacreces fans on Facebook were entered into a prize draw to win a weekend visit with accommodation in the Ribera del Duero. The winner was Javier Marimon from Madrid.



### ***Artevino presents its wine at Mexican restaurant Biko***

The Mexican restaurant Biko, owned by Basque chefs Bruno Oteiza and Mikel Alonso from Guipúzcoa, was the venue chosen to present wines from Villacreces, Vetus, Izadi and Orben to leading connoisseurs from the Latin American country. Considered among the 50 best restaurants in the world, Biko

attracted wine tasters and journalists the likes of Eddy Warman, the renowned Mexican radio presenter and food and wine critic. Also present was the brand ambassador for the Rioja campaign in Mexico, Deby Beard, considered one of the great connoisseurs of Spanish wines.



### ***The harvests of Ortega y Gasset***

Once again, coinciding with the harvest season, the famous shop in Madrid organised an event where the most representative wineries of the major Spanish denominations of origin showcased their latest wines to enthusiasts in the capital. For its fourth edition, Lavinia blocked off Ortega y Gasset, a central street in

Madrid, to set up stands for the different wineries and to host different parallel activities related to the most special time of the year for wineries and winemakers, from cheese tasting with Flor de Esgueva to a small gastrofestival accompanied by music.



## *Flor de Vetus Verdejo 2012*

One of the last to arrive, Flor de Vetus Verdejo, presents its new vintage, the 2012, in the same vein and maintaining the character of its first harvest. Once again, a selection of vineyards from the western most part of the Rueda D.O. has been used to make this 100% Verdejo, which is both fresh and complex in nuances. Only 66,602 bottles have been produced for this vintage. In tasting, it is golden with green tones, high aromatic intensity, tropical fruit, nice on the palate and with a lingering finish.



## *Vetus 2008*

After the Flor Verdejo, Bodegas Vetus presents a new wine for the new year. This is the winery's flagship wine in its 2008 vintage, made from a selection of the best vines on the estate. From among the 50 acres that surround the winery, those vines showing the greatest potential are selected, where the unique character of the variety and the terroir are best represented. Vetus is clean and brilliant in appearance with an intense black cherry robe. The nose is reminiscent of strawberry candy. It is nice on the palate with notes of red fruit and coffee. A compote and liquorice aftertaste.



## *Celsus 2010*

The vintage is also changing in Vetus' iconic Celsus wine, which from this December is available in its 2010 vintage. Celsus 2010 is made from a very special vine in that, like others from the Toro D.O., it predates the phylloxera blight all the way back to the beginning of the last century. Which is why its grape, though scarce and with a very low yield, is of sublime quality and allows just 2,509 75-cl bottles to be produced. It has been aged for 14 months in new French oak and comes presented in a unique box of four bottles.





# arte wines

## *The return of Malpuesto*

Malpuesto 2009 is one of those wines that ended up becoming a standard for a Denomination of Origin, in this case Rioja. In fact, demand this year substantially exceeded the limited yield produced by such a unique plot. Its "mal puestas" (badly placed) vines surprise with a grape of extraordinary quality thanks to low yields and an integrated viticulture that fully respects the nature of the vineyard and its surroundings, but its production is as desirable as it is scarce. So, after being sold out for 6 months, the new Malpuesto 2010 is now on sale.

The 2010 harvest gave us just 5,932 bottles of a vintage that in Rioja was rated as excellent. Malpuesto 2010, which was harvested on 8 October of that year, captures the full essence of the plot where it grows, the variety and the region. With all those ingredients, Malpuesto is a wine of great intensity with ripe wild black fruit flavours. Structured, full-bodied, creamy and earthy. Very fruity, with fleshiness. Persistent, complex finish.



## *THE PEÑIN GUIDE 2013 IS BACK FOR CHRISTMAS*

Just a few weeks before the start of the Christmas holidays, the prestigious Peñin Guide brought out its edition for 2013. Among the 9,800 wines tasted, from nearly 2,000 wineries, particularly noteworthy are the scores obtained by the Artevino vineyards, which join other acknowledgements attained in recent months.

An excellent balance between price and quality: this is one of the ways we can describe Izadi Crianza, which once again finds itself among the Rioja crianzas with an excellent balance between its cost and what it offers, with 5 stars and 90 points, which confirms a great leap in quality. It is also the case of Orben and Malpuesto, which are reaffirmed as leading wines in their section with 92 and 96 points respectively.

Pruno from Finca Villacreces, 2010 vintage, is also considered excellent in terms of value, confirming what Robert Parker already pointed out months before. As for Flor de Vetus, with 91 points it is one of the most outstanding wines in the Toro D.O., because of its casual style, high quality and modest price. Celsus continues to set Bodegas Vetus apart with its 94/100 points.

### PEÑIN GUIDE 2013

Izadi Crianza 2008: **90** points.  
Orben 2007: **92** points.  
Malpuesto 2010: **96** points.  
Pruno 2010: **92** points.  
Flor de Vetus 2011: **91** points.  
Celsus 2010: **94** points.



# arte wines

## Pruno 2011, the saga continues

The most noteworthy wine in 2012 returns to the scene with its new vintage. The much awaited Pruno 2011 will be available from 1 January 2013, by which time the quotas for each market will already have been distributed. Faced with the overwhelming demand experienced with Pruno, Finca Villacreces is once again obliged to distribute the 200,000 units available as fairly as possible, trying to reach the largest possible number of consumers.

Pruno 2011 follows the same philosophy as the already historic 2010 vintage, which stands out for its elegance and freshness, because of its unique and complex character, as it is that of the Villacreces estate itself, on whose 158 acres its grapes are born. The 2011 vintage of Pruno, which was rated as excellent, maintains its affordable price, pursuing the aim of offering a great wine beauty at a modest price.

### 2011 MAGNUMS OF PRUNO 2011 AVAILABLE AHEAD OF CHRISTMAS

Just before the turn of the year, Finca Villacreces is bringing out a limited edition of 2011 magnum bottles of Pruno 2011, completed with special packaging, aimed at those who want to surprise their Christmas dinner guests with the star wine of 2012. These 2011 units will only be available on online sales platforms as well as in El Corte Inglés. What is more, each magnum will include a free single admission to visit Finca Villacreces so customers can see the exact plots where Pruno comes from.





# arte people

## *Dani García: “Tomatoes are also haute cuisine”*

With the self-confidence and lively nature typical of those from Malaga, Dani García describes himself as a chef of haute cuisine, of a cuisine that he reached through conviction. Getting there required sacrifice and commitment. After studying in Malaga he visited some of the great gastronomic masters, such as Martín Berasategui. From there, the young Dani García began to forge one of the most notorious gastronomic projects in the country: Calima. Sensible while also fun, but always with the desire to create honest dishes, in which ingredients and technique are balanced, and exude a good stream of imagination.

### **Is there a Calima style?**

Maybe, what I have tried to convey is popular Andalusian cuisine taken to the other extreme. Our cuisine is very traditional on the palate, but technically it is modern, very modern, and not only technically, but also in the conceptual and philosophical aspects.

### **To be so modern, it must have taken hours and hours of experimentation.**

Naturally. At the technical level we see what is in the market, what is innovating, new experiences and also new techniques that come from experimentation.



*Dani García and Lalo Antón, manager of de Artevino.*

### **Effort, experimentation, complex processing techniques. Is haute cuisine profitable?**

Haute cuisine is not profitable, among other things because of its high costs. It is only profitable for your name. With it, one acquires the relevance to be heard in many forums and to be able to present one's ideas. There are other ways of making it profitable through parallel business activities that balance the scale. Haute cuisine is extremely necessary, it is a great investment.



*The Malaga chef has just got a foothold in New York with his restaurant “Manzanilla”.*

# artevino Magazine

## **After so many years, can haute cuisine go much further?**

Yes, it still can. What has happened is that in the last ten years, in the wake of Ferrán Adrià, haute cuisine has advanced a lot and great discoveries have been made. Perhaps everything has happened too fast. Now we have to go back a little and reflect on all these discoveries, delve deeper into them.

## **Have advances also been made in the raw materials?**

There is a margin for many things, including the raw materials. Haute cuisine is not only caviar, foie gras or extravagant food; there are many wonderful ingredients that have the same glamour. A tomato can also be haute cuisine, why not?

## **Good example. And does haute cuisine have to be fun?**

Always. The cuisine has to be fun. Of course, first of all, it has to be tasty, then you must have technique, and from there you can appeal to the diner's imagination and amusement. It is something we work very hard on at Calima.

## **The wine. Where is its place in haute cuisine?**

The pairing is complex, but when serving haute cuisine two different paths must be followed, since it is difficult to combine fourteen plates with two or three wines. That is what we do at Calima. We understand wine and cuisine as two parallel lines that run at the same time but do not have to be continuously interconnected. They may carry separate interpretations.

## **To finish, how would you describe yourself in two words?**

There are three. I am a true reflection of Calima and Calima is nothing other than calm, which we need to think; freedom, to cook openly; and sea, because in the end I am Malaga, I am sea.





## *Santander, Lady of the Bay of Biscay*

Many know Santander as “the bride of the sea”. And this is exactly right. It is difficult to know whether the land enters the Bay of Biscay in Santander or whether it is the waves that invade the land. In any case, the combination of both elements is indivisible. The capital of flirtatious and green Cantabria overlooks the sea with authority and respect. Its buildings, its people and its daily activity are testimony to this.

Santander’s elegance is what makes it so striking. She is a bride on the way to becoming a lady. She dresses up to receive visitors with all her splendour, despite the fact that, in 1941, a fire devastated part of her history and architecture. Beside the buildings of a prosperous and elegant bourgeoisie – her heritage from the eighteenth and nineteenth centuries – different neighbourhoods prospered that gave shelter to those who lost their housing in the flames.

The majestic facades of Santander’s banks are part of the appeal of the old town, whose backbone is Hernán Cortés street, which leads into the Plaza Porticada and whose shops and restaurants are among the city’s most emblematic. Not far from there, the Cathedral and the City Hall stand as other must-see monuments.



*The sea, a defining feature of Santander.*

### **Port city**

As you would no doubt expect, Santander, the inseparable companion of the Bay of Biscay, boasts a thriving port well integrated into the life of the city. A walk along the quay, next to the Paseo de Pereda, brings with it that port aroma you only find around seafront communities. Between the Palacete del Embarcadero (“Small Palace on the Quay”) and the Muelle de Calderón (“Calderón Quay”) there is a small sculpture in homage to the “Raqueros”, homeless children who would dive into the sea in search of coins thrown by tourists.



*Santander flaunts her majestic casino.*

It is not just cargo ships that leave Santander, it also has a good connection with Ireland via a ferry that lands in Cork. Further along, near the Chico Maritime Club, stands the Maritime Museum, for those who wish to soak up even more of Santander's maritime environment.

## **Beach and fauna.**

La Magdalena, a small peninsula, an extension of this distinguished lady-like city, jutting into the sea, is still one of the main attractions in Santander. There you will find reproductions of the three ships that Columbus used in the discovery of America. Also, a small local zoo, home to rare species in that part of the world, such as seals, fur seals and penguins, and which uses the sand from the adjacent beach and tides so that the animals feel right at home.

Santander can also boast a beach, an area of rest and play in the summer months, or at least when the nice temperature is not bothered by the intermittent but endless drizzle that is all too common in these northern territories. The fine sand beach of El Sardinero, over a kilometre long, is the perfect place to enjoy your free time. But the icing on this cake of elegance and style exuded by Santander, this distinguished lady of the Bay of Biscay, is the Grand Casino built in front of the beach in 1921.



*Aerial photo of the Castillo de la Magdalena.*



*Santander shows its most noble side.*

## *Gastronomic tour around Santander*



### **De luz**

*Ramón y Cajal, 18. Santander. 942 290 606*

Intelligence, nostalgia and imagination. With these ingredients and a few hundred more, De Luz, at whose helm we find Lucia and Carlos Zamora, has set the standard in Santander. Located in a picturesque house from the 50s, it hides hundreds of details and nuances that evoke dreams of the past in the present day. From a unique garden to the patchwork of stately styles and contemporary design, De Luz contextualizes the dining experience so that it may be remembered. As for the cuisine, their respect for the raw materials is such that it has led them to opt for organic meat and fish that means "having to get up early". Ambitious and daring, De Luz surprises both in and out the kitchen, not to mention its wine selection. 360° gastronomy.



### **Mesón Gele**

*Eduardo Benot, 4. Santander. 942 221 021*

The Mesón Gele restaurant offers traditional and market cuisine, with a particular focus on familiar Cantabrian recipes. They do it well and ensure fresh, quality dishes, up to the standard of even the most demanding of palates. Gele manages to create a pleasant atmosphere and to delight with flavours people often miss. This is true of the Lomo de Merzula al vapor (steamed hake fillet) or, for those with a sweet tooth, the Leche Frita (a fried custard dessert).



## Gastronomic tour *around Santander*



### **La Bombi**

Casimiro Saiz, 15. Puertochico – Santander.  
942 213 028

Definitely one of the most memorable and renowned restaurants in Santander. Thanks to its strategic location and having livened up the Puertochico marina of the Cantabrian capital since 1935, La Bombi has earned the respect and admiration of the great gourmets. With a natural, pure and fresh cuisine, Boni Movellán is committed to finding that balance we all love. The location is tremendously welcoming, its dining rooms invite tranquillity and delight but also festivity and lively chatter.



### **Cañadío**

Gómez Oreña, 15. Santander.  
942 314 149

Also known for having a restaurant in Madrid, Cañadío, and run by Paco Quirós and Teresa Monteoliva, it offers rejuvenated regional cuisine, made with traditional raw materials but with innovative touches that exude sobriety and technique. The bocartes fritos (fried anchovies) or the guiso meloso de ternera (sweet beef stew) are perfect examples. Cuisine that is sure to magnify the very essence of the recipes and raw materials of Cantabria understood from the perspective of art. Its pinchos are not far behind.



### **Restaurante Los Troncos**

Calle del Doctor Fleming, 5. Sardinero. Santander.  
942 270 462

After more than 30 years looking over the Sardinero beaches, Los Troncos continues to be a standard in Santander hospitality for its traditional and market food. Faithfully reflecting the culinary tradition of Cantabria, this restaurant maintains its inviting decor and quality dishes, combining all this with great service. Its knowledge of the sector has led to the opening of a new restaurant with a more contemporary focus and an extensive list of select wines.



### **Casa Lita**

Paseo de Pereda, 37. Santander.  
942 364 830

If there is a place in Santander noted for its pinchos it is Casa Lita. There, Nacho Peñil and Joseba Guijarro have specialised in what they call “Spanish fast food” but, needless to say, of high-quality. Naturally, good, fresh, seasonal ingredients are used for a wide, very wide in fact, selection of hot and cold pinchos. Particularly noteworthy is the Bacalao tomaca con olivas negras (Cod with black olives on tomato bread), which has already won them a miniature cooking contest.



### **Bodega del Riojano**

Río de la Pila, 5. Santander.  
942 216 750

After extensive refurbishment in 2009, the Bodega del Riojano, present throughout the lives of Santander locals since 1940, resumed its traditional market cuisine. Good food and, above all, a good selection of wines, as you would no doubt expect, in a setting decorated as if it were a winery, with dozens of barrel tops, many of them full of art and history.



### **La Casa de Revert**

Avenida del Estadio, 2. Santander.  
942 281 806

Very close to the El Sardinero stadium, La Casa de Revert is an informal, cellar-like tavern, full of charm and a laid back ambience, livened up by its decor. It specialises in raciones (small portions) and casseroles. La Casa de Reverte is usually a must visit for those who come on Sundays to watch football, because there is usually a fun atmosphere. The quality of the raw materials and sensible cuisine are distinguishing features of this restaurant.

# arte gastronomy

## News...

### **La Tavina**

*Laurel, 2. Logroño. 941 102 300*



The latest opening of an establishment in the famous Calle Laurel in Logroño has incited the interest and curiosity of local gourmets in La Rioja and of thousands of visitors to the capital of Rioja wine. They are perhaps surprised by the concept dreamt up by a group of friends and entrepreneurs in front of the city's Plaza de Abastos (Market Square), set in a three-storey building at the entrance to the so-called senda de los elefantes, or "Elephant Walk" in English.

La Tavina assembles pinchos, a gastrobar and a restaurant all under one roof and with an unmistakable common thread: wine. In fact, La Tavina is a large wine cellar with a great

selection of wines and not just Rioja, on which they are commended. Its ambition to spread the culture of wine and gastronomy has made it a hit, in just a few months, with food lovers, but also with the Calle Laurel regulars.

A no-frills but tasty cuisine combines perfectly with a warm, inviting decor, with well utilised space. Downstairs, a good bar for pinchos and wines is the antechamber to the wine cellar, located on the first floor, with a large central table where diners can eat surrounded by hundreds of different specimens. The second and top floor houses a charming restaurant that maintains the same style as the rest of this great concept they've called La Tavina.

### **Negro-Rojo**

*Diagonal 640, bajos. Barcelona. 93 405 94 44*



As you would no doubt expect in an establishment under the label of the Tragaluz group, Negro-Rojo combines design, surprise and gastronomy to create a pleasant and fun environment. At the upper end of Diagonal, a business district, we find this original restaurant divided into two floors with different environments but a common denominator: innovation. Upstairs, el Negro offers international cuisine amid an avant-garde atmosphere that features a live DJ every Thursday, Friday and Saturday.

In el Rojo, below el Negro, is a casual, very friendly Tavern with a particular and tasty menu. The setting is perfect for a good conversation

among friends, with shared tables and an open kitchen that livens up the evening. Rojo brings together many of the ingredients for success among the young and cosmopolitan, while also offering exquisite, affordable food.

Both el Negro and el Rojo, or Negro-Rojo have a selection of wines to suit all tastes and trends, with various and daring options on offer. What's more, the night can continue with a drink, as Negro-Rojo is the ideal place to start a good night or finish a great dinner. Once again, Tragaluz has nailed it with this 2 in 1 concept where fine cuisine, design and fun go hand in hand.



# arte & style



1\_ Mercedes wants to compete

2\_ Loewe



3\_ Valentino on show beside the Thames

4\_ Elegance and Value



## *Mercedes wants to compete*

It seems the German brand has pulled out all the stops with its unfinished business after the release of its new C-Class to the market. The new Mercedes compact is designed to compete in a market in which until now it has struggled, where it will go head to head with established models such as the VW Golf and Audi A3. Although they have taken their time to buckle down, the Mercedes engineers have done it without hang-ups, designing a young, fresh, sporty-looking car, but with the elegance that always distinguishes German vehicles. With several different engines and bodies, easy driving and stunning mechanics, Mercedes intends to embrace the young and not so young looking to have fun at the wheel.

## *Valentino on show beside the Thames*

A must for lovers of haute couture visiting London. Until 3 March, the historic exhibition "Valentino: Master of Couture" will be open at Somerset House. The extremely well-known Italian designer is showcasing 130 dresses created over his extensive career for stars the likes of Grace Kelly and Julia Roberts. The retrospective exhibition continues with previously unseen photographs from the designer's personal archive and ends by showing the wedding gown made for Princess Marie-Chantal of Greece. The audiovisual section offers visitors a magnificent opportunity to see behind the scenes at his atelier through a series of specially made films recorded there.

## *I LOEWE Madrid/Barcelona y vice versa*

A love story spanning more than a century and a half has led the emblematic Spanish firm to publish its unique short travel guide. Dedicated to Madrid and Barcelona, key points for its shops, it aims to spread its cosmopolitan nature and remind the most discerning travellers of the ten must-see places, from the Museo del Prado in Madrid to the Foix pastry shop in Barcelona. Based on the experience of its creative director, Stuart Vevers, a lover of both cities, the work is published in hardback, signed and with first-rate hand-drawn illustrations. Its impeccable presentation on both covers, in five different colours, and in a special case, adds the final flourish to this affordable work available in Loewe shops.

## *Synchronising Elegance and Value*

The time of low-cost glamour is here thanks to Mark Maddox, the new brand of the Munreco Group, a leading company in the Spanish watch sector with brands such as Sandoz, Viceroy and Maurice Lacroix. Despite bearing the name of a former American football player, its new watches are delicate while also being sophisticated. Designed under a classical philosophy, this first collection exudes elegance, achieved thanks to rhinestone-studded watch faces, an extensive range of golds and coppers and animal-print straps. Their adaptability to people's wrists and pockets, ranging from €29 to €79, makes them perfect everyday accessories.



# arte gourmet

lomejordelagastronomia.com

## ***Elfos Fungi Mousse***

Soria Micológica S.L.

A clean, natural, pure fungi flavour – *boletus edulis*, *porcini*, and more *porcini* – with a sharp aftertaste, at all times delicate, markedly wild, of the soil and forest, yet velvety. The intensity and elegance are meticulously balanced. A creamy texture of dense, elusive mousse that is very pleasant. The tonality of the plentiful foam and fungi, the presentation of the jar inspired by the shape of the mushroom and crowned by a cap on top, imitating the countless marvels of the *porcini*.

Besides the fungi, this mousse contains white truffle, olive oil, vegetables, cream, eggs, flour, white wine, spices and salt.

## ***Don Bocarte Wild Bluefin Tuna Belly in Olive Oil***

Conservas Selección Santoñesa S.L.

After its success with anchovies and tuna in oil (belly, neck and fillet), this company has purchased in Barbate a large shipment of almadraba tuna in order to reproduce the success obtained selling the different products from the Bay of Biscay.

The immense fat that tuna stores in its chest and belly-ventresca-ensure the fish, overcoming the difficulties of preserving it, comes out jelly-like, juicy and tasty, truly wholesome in its impeccable state, making it extremely succulent and sweet. The oil lubricates it and has an impact on its distinct oily texture. Salmon-red in colour.

If you've always served your canned tuna belly at room temperature, the pieces can be served warm, by gently heating them in the oven for example, without cooking them.

## ***Supreme Quality Turrón de Jijona a la Piedra***

Primitivo Rovira e Hijos S.L.

A very peculiar product because of both its paste-like texture and its aroma and flavour, marked by lemon zest, identifiable on both the nose and the palate. A scent that is magically balanced with select Marcona almonds (69%) throughout, and with cinnamon and icing sugar, in extremely delicate tones, very elegant and appetising, palatal sensations that contrast with the citrus zest, providing exquisite complexity.



# Finca VILLACRECES

RIBERA DEL DUERO  
DENOMINACIÓN DE ORIGEN

“THE HIDDEN JEWEL  
OF RIBERA DEL DUERO”



## Finca VILLACRECES

*On a meander in the River Duero I discover a finca, a wine estate. 284 acres of wild nature amid which its vineyard is hidden. Underfoot, stones and clay, as well as sand, fine sand. Calm and complexity of soils and colours that inspire an evocative canvas, a timeless snapshot.*

