



CAMPO DE BORJA
DENOMINATION OF ORIGIN
REGULATING COUNCIL

CAMPO DE BORJA

DENOMINATION OF ORIGIN

THE EMPIRE OF GARNACHA

CAMPODEBORJA DENOMINATION OF ORIGIN REGULATING COUNCIL

C/ Subida de San Andrés, 6 · 50570 AINZÓN ZARAGOZA Tel. (34)976 85 21 22 Fax. (34)976 86 88 06

www.docampodeborja.com



CAMPO DE BORJA
DENOMINATION OF ORIGIN



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CAMPO DE BORJA
DENOMINATION OF ORIGIN

GENERAL DETAILS

Representative positions:

Chairman of the Denomination of Origin: Gregorio García Chueca.
Secretary: José Ignacio Gracia López.

Full address:

C.R.D.O. CAMPO DE BORJA
C/ Subida San Andrés, 6
50570 AINZÓN (ZARAGOZA) SPAIN
Telephone: (34) 976 85 21 22
Fax: (34) 976 86 88 06

Web Page:

www.docampodeborja.com

E-mail address:

vinos@docampodeborja.com
vid@docampodeborja.com



INTRODUCTION



The history of the "Campo de Borja" Denomination of Origin wines is undoubtedly, linked to the history of a Region with great vine growing tradition going back into the mists of time.

The first reference relative to vines found in the documents studied in the Veruela Monastery tiles are the presents from the Magallón vineyards in 1203, under the rule of the Abbot Raimundo Guillen, fifth Abbot of Veruela, which, as a result, leads to the belief that there had already been vines in that area for many years at that time.

During the Fourteenth Century, the Veruela Abbots merged their properties and, on the 2nd of July 1453, added the purchase of the Ainzón vines, with all its limits, pastures, water and vines. Ainzón, according to the files, was of the interest to the abbot Gabriel Serra, above all to develop their Vine growing activity. So we learn that Veruela had dominions in Alcalá, Litago, Vera de Moncayo, Bulbunte, Ainzón, Pozuelo, Granja del Rio in Borja; and properties in Agón, Añón, Trasmoz, Magayón, Borja, Albeta, Tarazona, Fuendejalón, Pozuelo,...

Until 1835 the Veruela monks kept contacts with the municipalities in the surrounding areas, ruling the parishes they had in their dominions, developing agriculture and cattle breeding. Abbot Brother Martín de Vera (1.676-1680) renovated all the Ainzón vines.

Therefore, the influence that the Veruela Monastery had in the development of the vines was considerable important, preserving, developing and promoting vine growing which has reached our days.

The historical tradition of the wineries is also very long, of particular importance from the bodegas of the Monastery itself to the numerous existing private wineries in all the municipalities of the area, located on the hillsides or hillocks near the town or even under the houses themselves, a tradition that has been kept to the present time.

Later circumstances, with economic difficulties to sell the wine of the area on an individual basis, gave rise in the 50's to cooperative, 6 wine producing cooperatives were created, which now comprise the greater part of the Denomination of Origin production.

Time went by and it was in 1978 when the "Campo de Borja" Denomination of Origin was drafted, in order to achieve recognition for this area of the efforts of the wine producers and the quality of the wine, finally receiving the DENOMINATION OF ORIGIN for the "Campo de Borja" wines, approving the rules and regulations of the same in 1980.

GEOGRAPHICAL LOCATION

"Campo de Borja" is located in the Northeast of the province of Zaragoza, 60 km from the capital, being a transit area between the Iberian System mountains and the Ebro River Valley. It includes the Somontano del Moncayo and goes along the Huecha river valley to Llanos de Plasencia.

It is made up by, the municipalities of 16 town: Agón, Ainzón, Alberite de San Juan, Albeta, Amber, Bisimbre, Borja, Bulbunte, El Buste, Bureta, Fuendejalón, Magallón, Maleján, Pozuelo de Aragón, Tabuena and Vera de Moncayo, and also part of Frescano and Mallen municipal districts.

CLIMATE AND SOIL



The Campo de Borja region has a very continental climate, with a winter Atlantic influence whose most important characteristic is the North-West wind, the so-called "cierzo" which is cold and dry; and the summer Mediterranean influence. These special climatic characteristics provide unique and differing peculiarities to the wine producing areas. The day, and seasonal thermal contrasts are very high, with extreme temperatures. The rainfall is low; at an average of 350 mm in the lower areas, and up to 450 mm in the higher areas. It belongs to the Iberian Somontano, which is part of a sub region structured around the Huecha Valley.

The relief corresponds to a succession of high plateaus, 350–700 metres high, with a gentle topography with very wide corner undulations. The western side is rougher due to the presence of the buttresses of the Moncayo Massif, mountain exercising a great influence in the climate of the area, providing character to the Wines.

One of the characteristic influencing the most in the knowledge of the area -which contributes to good vine growing practices is the study of the soil. The dominant soil in the Denomination of Origin is dun-chalk- and terraced soils, with average stoniness, good drainage, medium levels of organic matter and rich in nutrients. There is also clay soil in the areas closer to the Moncayo Mountain, where the stoniness is somewhat higher. This is an area most suited for quality production vine growing.



PRODUCTION

The "Campo de Borja" Denomination of Origin currently has a surface area of 7,414.45 registered hectares of vineyards, usually producing between 20 and 25 million kilograms of grapes. The vineyards have both free standing; and trellised vine formations, being adapted to new production techniques and ensuring a correct evolution and maturing of the fruit.

The varieties authorised by the Denomination of Origin are the following:

- Red: Garnacha Tinta, Tempranillo, Mazuela, Garnacha Tintoreta, Cabernet Sauvignon, Merlot and Syrah.
- White: Macabeo, Garnacha Blanca, Moscatel de Alejandria, Moscatel de Grano Menudo, Chardonnay, Sauvignon blanc and Berdejo.

DISTRIBUTION BY VARIETALS:

VARIETAL	N° of Kgs	%	N° of Hectares	%
	17.199.340	56,90	4601,335	58,83
	4.393.665	14,53	1027,942	13,14
	2.575.875	8,52	638,5635	8,16
	1.963.025	6,49	452,1698	5,78
	2.846.817	9,42	677,6072	8,66
	129.520	0,43	49,4644	0,63
	908.509	3,01	261,2304	3,34
	133.825	0,44	43,6534	0,56
	79.040	0,26	69,0046	0,88
	30.229.616		7.820,9710	

Logically, the production of white wine is not very significant, less than 8%, the most important being that of young red, rose, crianza and reserve red wines.

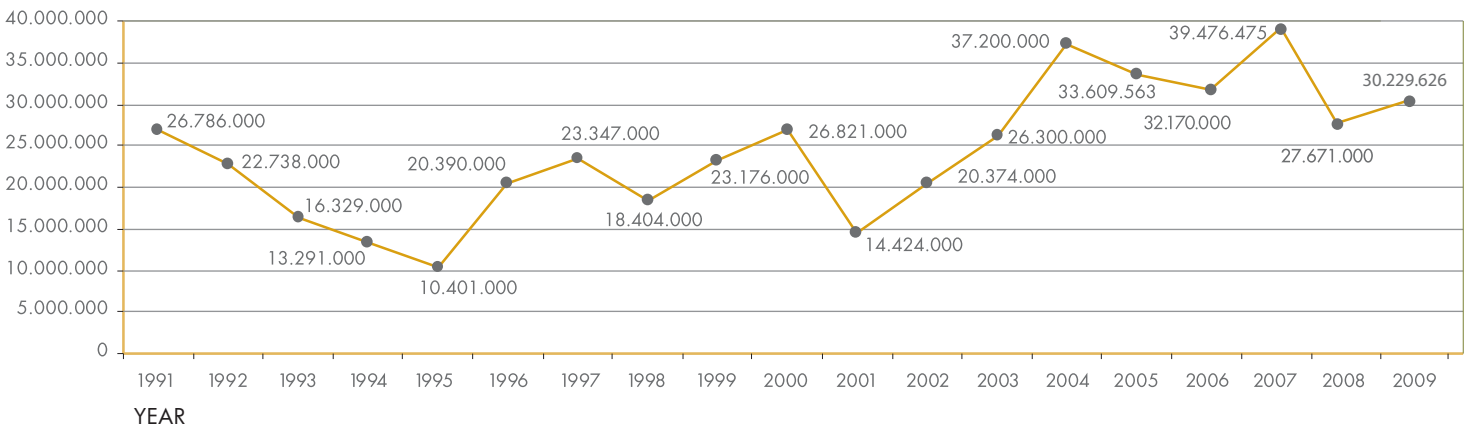


CAMPO DE BORJA
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GRAPE PRODUCTION



PRODUCTION Kgr.



Graphic corresponding to the following series of years:

1991	1992	1993	1994	1995	1996	1997	1998	1999	
26.786.000	22.738.000	16.329.000	13.291.000	10.401.000	20.390.000	23.347.000	18.404.000	23.176.000	
2000	2001	2002	2003	2004	2005	2006	2007	2008	2009
26.821.000	14.424.000	20.374.000	26.300.000	37.200.000	33.609.563	32.170.000	39.476.475	27.671.000	30.229.626





CAMPO DE BORJA

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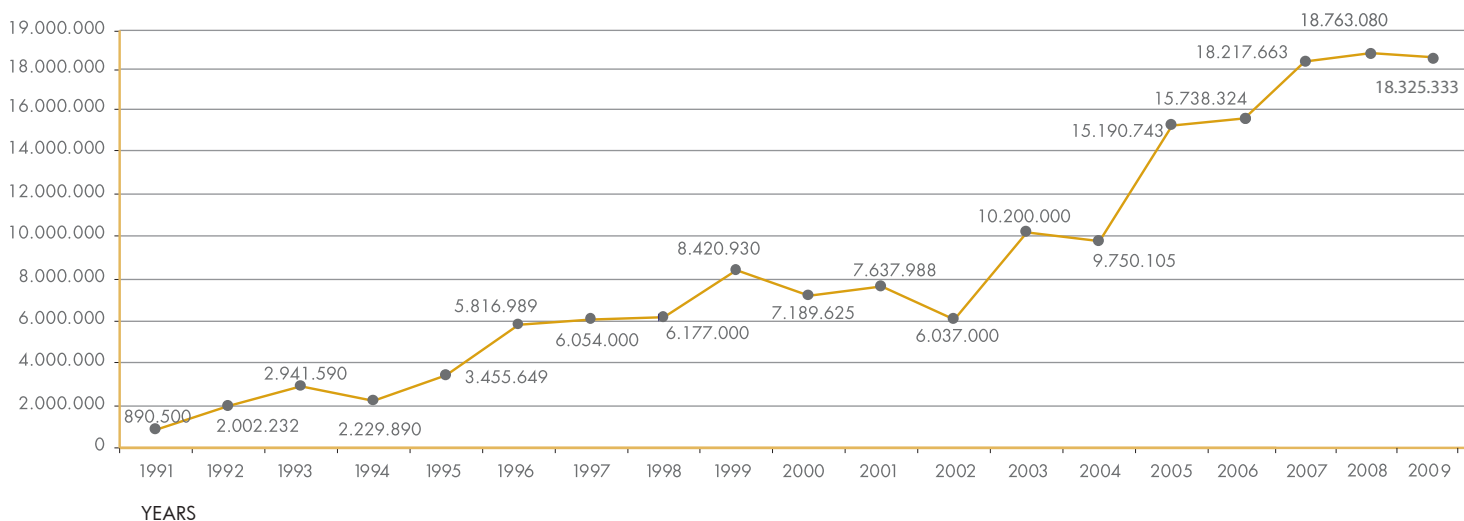
SALES

The "Campo de Borja" Denomination of Origin wines are sold in 3/4 litre bottles, guaranteeing the origin and quality by means of the label provided by the Regulating Council to the wines passing the controls established: the back label.

The increase of the sales consolidated the position of the wines of this Denomination of Origin in the market. A national level, the Campo de Borja vines can be found in any of the Spanish provinces.

EVOLUT OF THE SALES OF WINES WITH DENOMINATION
(3/4 litre bottles)

N° OF BOTTLES



Graphic corresponding to the following series of years:

1991	1992	1993	1994	1995	1996	1997	1998	1999	
890.500	2.002.232	2.941.590	2.229.890	3.455.649	5.816.989	6.054.000	6.177.000	8.420.930	
2000	2001	2002	2003	2004	2005	2006	2007	2008	2009
7.189.625	7.637.988	6.037.000	10.200.000	9.750.105	15.190.743	15.738.324	18.217.663	18.763.080	18.325.333



CAMPO DE BORJA

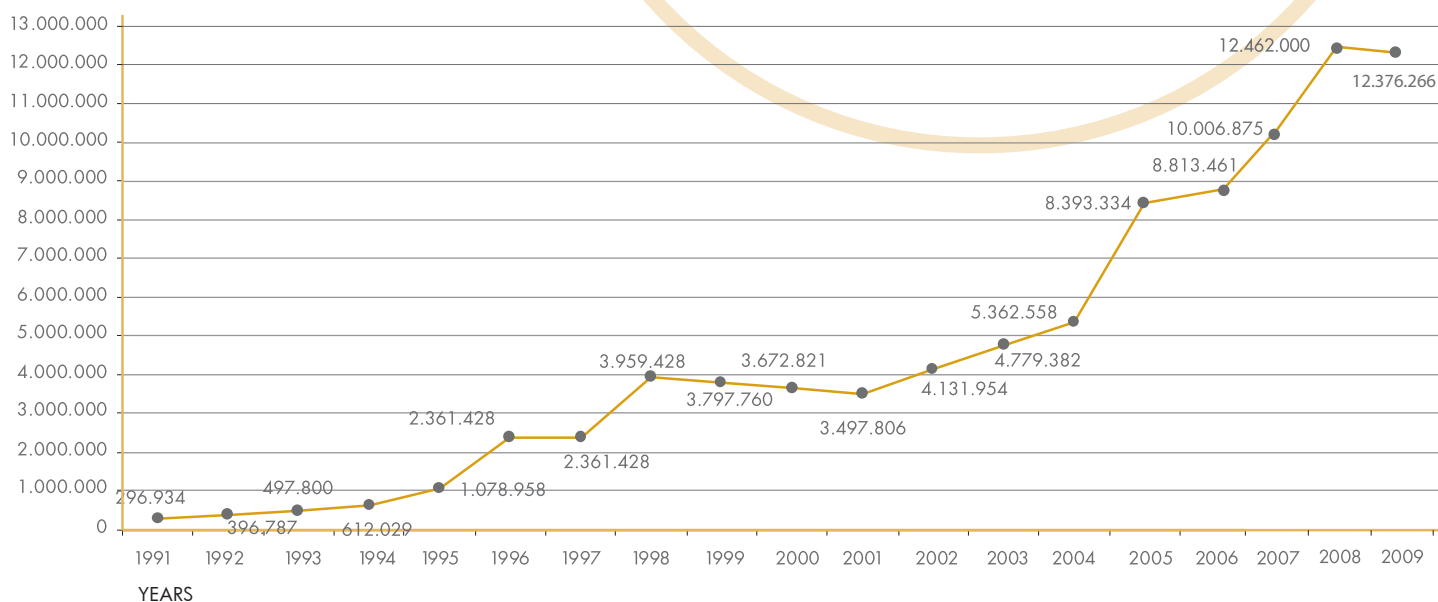
DENOMINATION OF ORIGIN

EXPORTS

With respect to the foreign markets, sales are about 55%, with an increase of more than 20% last year. The main importing countries are the following: UNITED KINGDOM, U.S., NETHERLANDS, CANADA.

EVOLUT OF THE EXPORT OF WINE WITH DENOMINATION
(3/4 bottles)

N° OF BOTTLES



Graphic corresponding to the following series of years:

1991	1992	1993	1994	1995	1996	1997	1998	1999	
296.934	396.787	497.800	612.029	1.078.958	2.361.428	2.959.428	3.062.266	3.797.760	
2000	2001	2002	2003	2004	2005	2006	2007	2008	2009
3.672.821	3.497.006	4.131.954	4.779.380	5.362.558	8.393.334	8.813.461	10.006.875	12.462.000	12.376.266



WINE CHARACTERISTICS

In the Denomination of Origin white, rose, young red, crianzas, reservas, grandes reservas wine and liqueurs are produced.

The white wines are made with the Macabeo, Chardonnay and Moscatel varieties. They are light wines on the palate with delicate, fresh and pleasant aroma.

The rose wines, made with the Garnacha variety, are very fruity, with flowery and fruity aroma of a high quality, being the greatest potential in our region.

The young red wine, produced with Garnacha monovarietals, as well as with other varieties such as Tempranillo, Merlot, Syrah and Cabernet. Outstanding fruity and flowery aroma of a high quality, being meaty, intense and tasty on the palate. A wine with a character showing aspects of modernity.

The crianzas, reservas and grandes reservas from the Campo de Borja, after undergoing the ageing process in oak and in the bottle, become balanced, round and velvety.

Tasty mistelas and moscateles, as well as cap a sparkling wines are also produced.

All the wines included in the Denomination of Origin, after being produced and before being sold, have been required to undergo the Qualification Plan, each hatch undergoing a physical-chemical and organoleptic analysis. This Plan was implemented in 1993 by the Aragon General Local Government for all the wines in Aragon with Denomination of Origin, the results being very positive.



MAIN TOURISM ASPECTS OF THE REGION

The "Campo de Borja" Denomination of Origin is an area closely linked to its physical environment. Its vineyards are found on the fertile soil of the terraces of the Huecha river and los Llanos de Plasencia, in a privileged natural area: Sotomontano del Moncayo. The beauty of the areas, the strength and character of the landscape are undoubtedly transmitted to the vines, providing them with the identity of the region.



They are Wines with history and tradition, surrounded in a privileged environment by the MONCAYO Natural Park richness and by its most outstanding artistic element: THE VERUELA MONASTERY. Other aspects of tourism interest in the area are the following:

- **OLD RUINS:** Remains of the historic settlement of Bursae, in Borja, Remains of the Roman settlement of Turiaso in Tarazona.
- **CASTLES:** Trasmoz (Becquer's inspiration for his Legends).
- **GOTHIC ART:** Veruela Monastery (Cistercians), where Gustavo Adolfo Becquer wrote "Cartas desde mi celda". Tarazona Cathedral.
- **MUDEJAR ART:** Tabuenca and Fuendejalón Towers, Alberite, Bulbuenta and .Ambel churches, Colegiata de Borja Towers, Dominican nunnery of Magallón.
- **RENAISSANCE:** Misericordia Sanctuary, Tabuenca , Bulbuenta and Borja town Halls, Condes de Bureta Palace, Veruela Abbots Palace in Bulbuenta, San Juan Order's Palace in Ambel, Concha's house in Borja, Magallon church, the Plateresque altarpiece in Talamantes.
- **BAROQUE:** Bureta, Ainzon churches and various churches and nunneries in Borja.
- **MARKET SQUARE:** in Borja.
- **NATURAL SITES:** Natural Parks of Dehesa del Moncayo, Misericordia sanctuary.
- **ARTS AND CRAFTS:** Magallon pottery.
- **GASTRONOMY:** salads, stew soup, breadcrumbs with fried eggs, artichokes, asparagus, beans with borage, huevos tontos, eggs with salmorejo, a cold tomato bread and garlic soup, rabbit with snails, roasted calf, lamb pastora, chicken chilindron, fried chicken with red pepper sauce, pears and peache in wine, torrijas – bread fried in milk with sugar and cinnamon, and mantecados, crumbly shortcake.
- **FESTIVAL:** Veruela music festival (summer).
- **GRAPE HARVEST FESTIVAL,** 15th of Septiembre



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WINE MUSEUM DENOMINATION OF ORIGIN CAMPO DE BORJA

The Wine Museum of the Denomination of Origin Campo de Borja is located in the Veruela Cistercian Monastery, at the foot of the Moncayo Mountain. It first opened its doors in September 1994, being one of the pioneer museums in Spain and the first one in Aragon. It initially has a two floor building and a total of 250 metres, the ground floor being a cistern, built by the monks of the Cistercian Order in 1200.

A new three floor annex has been added to the existing building, communicated with the outside, the museum now having 1.600 metres, besides an outer garden area.

The Campo de Borja Wine Museum was created as a service to the Denomination of Origin, in order to make it known to the thousands of visitors of the Moncayo o area, in order to transmit its resources, as a leading wine tourism attraction, which can be used as the starting point to become acquainted with our wines and wineries better, as well as our surroundings, highlighting the Natural Park de Moncayo, the Veruela Monastery, the monumental cities of Borja and Tarazona, as well as the numerous and beautiful towns.





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The visit to the museum starts in the Wineries or Bodegas room, where the information on the 17 entities included in this Denomination of Origin can be found.

Then we access the Auditorium, a section which was part of the previous museum, where a presentation on the Moncayo region is projected, with its wine tourism resources.

Then the "Vid es Vida" (Vine is Life) video can be seen, where by means of an infography we can see how from a seed the vine grows together with its fruit. Along the following 200 metres we have the History area, divided into the traditional stages (Old, Medium, Modern and Contemporary Ages) in which the main historical and artistic manifestations of vineyards and wine producing are shown, making emphasis on the vine growing culture of the Campo de Borja throughout the history from the beginning with the Celtiberians through to the importance of the Veruela Monastery in the expansion of vines in the area to the creation of small hill wineries, cooperatives in the Twentieth Century and the recognition as Denomination of Origin in 1980.

After the historical information, a ramp takes us down to the following room, crowned by the large image of the Moncayo, the eternal watchtower of this region and modulator of our climate and therefore, of the characteristics of the Campo de Borja vineyards. The vine growing area starts by carrying out a study of the plant and of the grape varieties that Campo de Borja cultivates, amongst which we can highlight the autochthonous variety, Garnacha, cultivated in 70% of the total production of this Denomination of Origin. In the Four Seasons area we can see four videos with the tasks being carried out in the vineyards throughout the year, highlighting the "lloro" phenomena, or sprouting stage of the vines, flowering, maturing and harvesting. On the three screens we can see the harvesting process, in a traditional and mechanised way.

To show the Acarreo stage a model of the Borjica or "Escachamatas" train, transporting the grapes and wine from Borja to Cortes de Navarra, to then continue to the North of Spain. Once the grapes have arrived, at the cellars, the virtual grape pressing is carried out on the same by means of a projection simulating the Wine Press on the floor, in such a way that the visitors transform the grapes into wine while they cross this area. This complex transformation is explained light-heartedly by means of a series of cartoon characters in a mini-cinema, called "Vino el Vino" (a play on words in Spanish, "the Wine Came") where Mr. Tanino, Mrs. Estudis and Mr. Tartrato will teach "Garnachica", the children's museum mascot, the main secrets for the grape to become wine.



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In a traditional way, by means of texts and images, the work in the winery in order to obtain young, crianzas and reservas wine is explained.

Once the wine is produced, the knowledge of its characteristics is next. For this we have the presence of a Cistercian monk from the Middle Ages and a Twenty First Century oenologist, who are the stars in our Virtual Theatre. The monk tells us about the peculiarities of wine consumption in a Middle Ages Monastery, in accordance with the San Benito Order rules, and the oenologist mainly tells us about wine and health, backed up by prestigious specialised magazines.

Once the wine has been produced and presented, the Senses Workshop is here each visitor's sensitivity is tested in order to become acquainted with the subtleties of the wine by means of their senses. In this order of a Professional Testing is followed. The Colour Room projects, on two large screens, scenes in colour on Nature and these are transferred to the knowledge of the Wine colour for identification purposes. Using colour bathing costumes on the ceiling of the room, we can see how the room becomes subtly coloured by the different colours mentioned in the audio.

The next room is dedicated to the smell, where 16 spice containers allow playing; to capture some of the aromas present in wine, for the visitors to test their smelling abilities.

Taste and touch have become one in this small area where four of the different textures that can be perceived when tasting wine can be touched. The wine tasting stages are briefly explained and some keys for the marrying together of wine and gastronomy are provided, wine being considered as a food and as an essential part of the Mediterranean diet.

You must not forget to go through the Shop before leaving the Museum. Here we can purchase all the wine produced in the 17 bodegas of the Campo de Borja Denomination of Origin, apart from other food products and textile paper details and wine service. This room was also part of the previous museum and it is one of the oldest and most beautiful of the Monastery: and a cistern or water tank built in 1200. The exit from the Museum is after the shop, accessing an area of the Veruela Monastery gardens, where a small traditional Garnacha vineyard is found. They are eight hundred year old vines transplanted from the municipality of Fuendejalón to this garden, with its soil covered in red soil from Tabuena.





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OPENING TIMES

From October to March: from 10.30 to 18.30, not closing at midday.

From April to September: from 10.30 to 20.30, not closing at midday.

Closing days: every Tuesday (except holidays), 25th of December and the 1st of January.

The visits may be free or guided. In this case, these will have to be previously arranged.

Other activities to be organised: tasting, mini tasting courses, didactic workshops, wine route (please request information on prices).

POSTAL ADDRESS

MUSEO DEL VINO D.O. CAMPO DE BORJA

50.592 MONASTERIO DE VERUELA (ZARAGOZA)

TELEPHONE: 34 976 19 88 25 /34 976 85 21 22

WEB SITE: www.docampodeborja.com

E-MAIL: museovino@docampodeborja.com





CAMPO DE BORJA
DENOMINACIÓN DE ORIGEN

RELACIÓN DE BODEGAS

BODEGAS AGRO-FRAGO

Ctra. Soria, Km 55,4
50520 MAGALLÓN (Zaragoza)
Tel: 976 863 006 • Fax: 976 900 122
www.bodegasagrofrago.com
E-Mail: agrofrago@terra.es

BODEGAS ALTO MONCAYO S.A.

Ctra. Nacional 122, Km 69,5
50546 BULBUENTE (Zaragoza)
Tel: 976 86 78 07 • Fax: 976 86 81 47
josemiguel@bodegasaltomoncayo.com

BODEGAS ARAGONESAS S.A.

Ctra. Magallon, s/n
50529 FUENDEJALÓN (Zaragoza)
Tel: 976 862 153 • Fax: 976 862 363
www.bodegasaragonesas.com
E-Mail: info@bodegasaragonesas.com

BODEGAS BORDEJE S.A.T.

Ctra. Borja-Rueda, km 3
50570 AINZÓN (Zaragoza)
Tel: 976 868 080 • Fax: 976 868 989
www.bodegasbordeje.com
E-Mail: ainzon@bodegasbordeje.com

BODEGAS BORSAO S.A.

Ctra. Nacional 122, Km 63
50540 BORJA (Zaragoza)
Tel: 976 867 116 • Fax: 976 867752
www.bodegasborsao.com
E-Mail: info@bodegasborsao.com

BODEGAS CAYTUSA S.L.

Bodegas Bajas, s/n
50570 AINZÓN (Zaragoza)
Tel: 976 867 552 • Fax: 976 86 88 98
E-Mail: caytusa@icuevas.com

BODEGAS CELTAS, S.L.

Plaza España, 5
50529 POZUELO DE ARAGÓN
Tel: 976 862 822
www.bodegasceltas.com
E-Mail: info@bodegasceltas.com

BODEGAS MARECA S.L.

Carra Borja, 8
50547 TABUENCA (Zaragoza)
Tel: 976 865 795 • Fax: 976 785 869
E-Mail: bodegasmareca@hotmail.com

BODEGA PAGOS DEL MONCAYO S.L.

Ctra. Z-372, Km 1.6
50580 VERA DE MONCAYO (Zaragoza)
Tel: 976 229 222 • Fax: 976 226 868
www.pagosdelmoncayo.com
E-Mail: info@pagosdelmoncayo.com

BODEGAS ROMAN S.C.

Ctra. Gallur-Agreda, 1
50546 BULBUENTE (Zaragoza)
Tel: 976 852 936
www.bodegasroman.es
E-Mail: bodegasroman@gmail.com

BODEGAS RUBERTE HNOS.

Avda Tenor Fleta, 7
50520 MAGALLÓN (Zaragoza)
Tel: 976 858 063 • Fax: 976 85 84 75
www.gruporuberte.com
E-Mail: info@bodegasruberte.com

COOP N° Sª NIÑO PERDIDO

Calvo Sotelo, 15
50547 TABUENCA (Zaragoza)
Tel: 976 86 58 74 • Fax: 976 86 58 74
E-Mail: cooperativa.tabuenca@hotmail.com

COOP. SAN JUAN BAUTISTA

Ctra. Tabuenca, 9
50529 - FUENDEJALÓN (Zaragoza)
Tel: 976 862 441
Fax: 976 86 20 56
www.fuendejalon.coop
E-Mail: info@coopfuendejalon.com

COOP. SANTO CRISTO

Avda. de la Paz, 4
50520 MAGALLÓN (Zaragoza)
Tel: 976 866 464
Fax: 976 866 465
E-Mail: santocristomagallon@hotmail.com

COOP. SANTA ANA

Ctra. Borja, s/n
50529 POZUELO DE ARAGÓN (Zaragoza)
Tel: 976 862 931
Fax: 976 862 931
E-Mail: santanapoz@hotmail.com

CRIANZAS Y VIÑEDOS

SANTO CRISTO SOC. COOP.

Afuera s/n
50570 AINZÓN (Zaragoza)
Tel: 976 869 696
Fax: 976 868 097
www.bodegas-santo-cristo.com
E-Mail: info@bodegas-santo-cristo.com

SOC. COOP. AGRICOLA DE BORJA

Capuchinos, 10
50540 BORJA (Zaragoza)
Tel: 976 866 065
Fax: 976 866 066
E-Mail: info@cooperativaborja.com



CAMPO DE BORJA

DENOMINATION OF ORIGIN

QUALIFICATION PER YEAR

YEAR	QUALIFICATION
1973	EXCELLENT
1974	REGULAR
1975	EXCELLENT
1976	VERY GOOD
1977	GOOD
1978	VERY GOOD
1979	EXCELLENT
1980	GOOD
1981	EXCELLENT
1982	VERY GOOD
1983	REGULAR
1984	GOOD
1985	VERY GOOD
1986	GOOD
1987	GOOD
1988	GOOD
1989	VERY GOOD
1990	GOOD
1991	VERY GOOD
1992	VERY GOOD
1993	GOOD
1994	GOOD
1995	GOOD
1996	GOOD
1997	GOOD
1998	GOOD
1999	GOOD
2000	EXCELLENT
2001	VERY GOOD
2002	GOOD
2003	GOOD
2004	GOOD
2005	EXCELLENT
2006	GOOD
2007	VERY GOOD
2008	GOOD
2009	VERY GOOD





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THE EMPIRE OF GARNACHA