



## **Pictures of Goya, Velázquez and El Greco combine with some of the oldest wines in Jerez**

LOCATION: Jerez (Cádiz)

DURATION: 1:55

**SUMMARY:** In 1998 the Rivero family founded 'Bodegas Tradición' with the intention of recovering artisanal production techniques of Jerez's wines and they are specialized in premium wines. With the objective of spreading the culture of Jerez, they organize visits for tourists. There visitors can enjoy the winery's facilities but also one of the most important private pictorial collections in Spain, with pictures of Goya, El Greco and Velázquez.

### **VTR:**

They come from the United States and are about to know the deepest secrets of Jerez's wine.

**EDUARDO DAVIS**  
**Bodegas Tradición**

*"What they really find is an authentic story, traditional values."*

Of wine...and arts. This winery hosts pictures of the Joaquín Rivero private collection, one of the most important in Spain, with works of Spanish masters from the fifteenth to the nineteenth century. They will find this Greco, Goya, and this lunch by Velázquez, where of course they drink wine. It is one of the attractions of Bodegas Tradición, whose name is no accident.

**DANIEL MARTÍNEZ**  
**Bodegas Tradición**

*"We wanted to recover the artisan processes of Jerez wineries, and mainly quality."*

Visitors will discover that here barrels are called 'botas' and are made of American oak. The guide talks about them and the wine they contain...

**CARLOS MATEOS**  
**Bodegas Tradición**

*"We have 'oloroso', 'palo cortado', which are dry wines, and Pedro Ximénez, which are sweet wines."*

**DANIEL MARTÍNEZ**  
**Bodegas Tradición**

*"There are years of work in those wines."*

Here they are specialized in the production of premium wines among 20 and 30 years old.

**EDUARDO DAVIS**  
**Bodegas Tradición**

*"A bottle with an average age above 30, there are wines aged 80, 90 and 100 years old."*

Everything is made with artisanal methods, even labelling. And daily production is limited...

**DANIEL MARTÍNEZ**  
**Bodegas Tradición**

*"20.000 bottles are produced per year of the full range."*

With these visits, the winery spreads the culture of Jerez's wine.

**DANIEL MARTÍNEZ**  
**Bodegas Tradición**

*"In the last two years exportations have risen up to almost the 80%."*



And the end couldn't be other. Once they have realized how much work there is contained in each bottle, it is time to enjoy.

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