



SAGARDOAREN  
LURRALDEA  
el territorio de la sidra



Sagardoetxea



TXOTX IN THE  
BASQUE CIDERLAND

[www.sagardoarenlurraldea.eus](http://www.sagardoarenlurraldea.eus)

# SAGARDOAREN LURRALDEA

## WHERE WE ARE

- Euskal Herria (North of Spain + South of France).
- Gipuzkoa.
- Most cider houses are located in Astigarraga:
  - 7 km from Donostia-San Sebastian.
  - Sagardoetxea, Basque Cider Museum.



# SAGARDOAREN LURRALDEA

## A BRIEF HISTORICAL OVERVIEW

- **XIth century:** first written reference.
- **Golden age:** XVIth century (cider and the sea).
- **Decline:** XVIIth century cider becomes a local beverage.
- **XVIIIth-XIXth centuries:** resurgence with a new leisure concept.
- **XXth century:**
  - Decline after civil war. 60s decade: worst time for cider.
  - 80s decade: creation of the Txotx ritual.

**Touristic  
experience**

**Opportunity  
to invest**



**SAGARDOAREN  
LURRALDEA**  
of the Basque Country

**Sagarpoetxea**



SAGARDOAREN  
LURRALDEA  
el territorio del Sabor



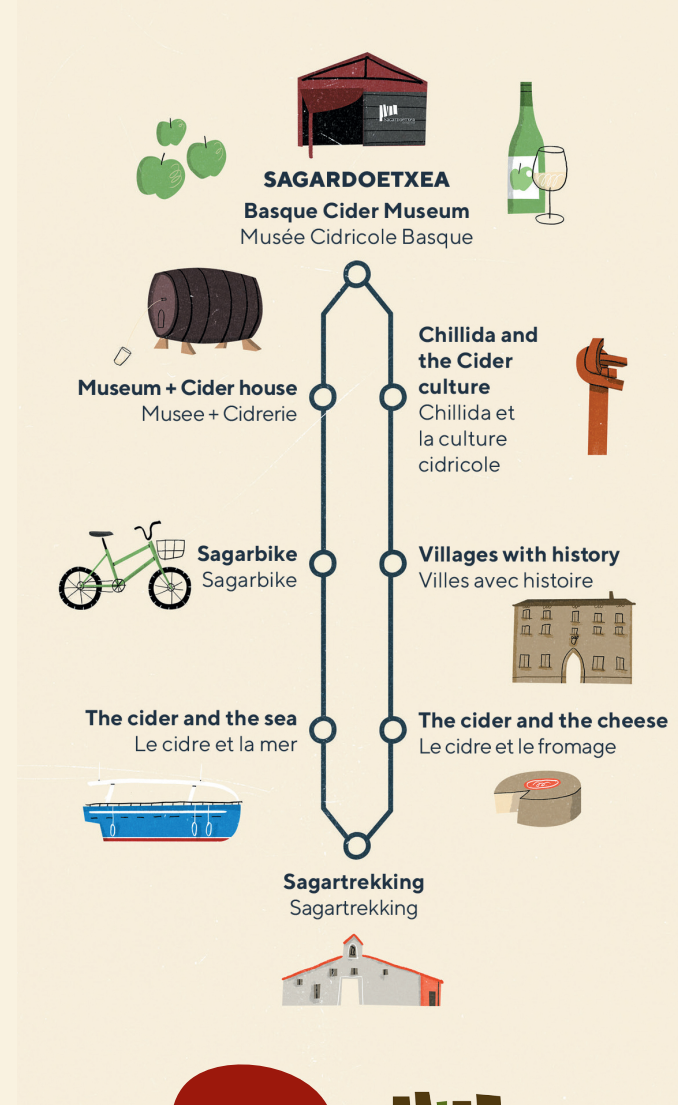
# SAGARDOAREN LURRALDEA

## CREATION OF SAGARDUN CONSORTIUM

- First aim: creation of Sagardoetxea Cider Museum.
- Organization of apple and cider events.
- 1st Sagardo Forum in 2009 with technical talks.
- Nowadays:
  - Nearly 12.000 visitors in a year at Sagardoetxea.
  - + than 20 cider experiences.
  - Online booking center:  
[www.sagardoarenlurraldea.eus](http://www.sagardoarenlurraldea.eus)  
[www.ciderland.net](http://www.ciderland.net)
  - Alliances:



EUSKADI  
BASQUE COUNTRY





SAGARDOAREN  
LURRALDEA  
*El mundo de los Sagardos*

  
Sagarδοetxea

# SAGARDOAREN LURRALDEA

## WINDOW TO THE WORLD

- Basque Country: strong tradition, but only one type of cider: sagardoa (natural cider) + txotx ritual.
- Other cider events: Ciderworld (Frankfurt), CiderCon (United States).
- New vision: diversification of the cider.
- New Sagardo Forum with International Cider Competition, International Cider Fair and talks.
- New situation:
  - New type of ciders: ice ciders, sparkling ciders, flavoured ciders, monovarietal ciders, etc.
  - Promotion of the cider worldwide.
  - Our experiences are increasing: ciderlovers from all over the world.





**OIHARTE**  
Izotzeko Sagardoa  
Sidra de hielo  
Ice cider

*Muti Fresh*

**ZAPIAN**  
**BIZCO**  
DESSERT LIQUOR  
Eskal / Harlan Espardoa

Jentilen Lurra  
Urbilarte - Albas

**Amor Sagardo**  
Sagardo Natural Apartada  
Sidra Natural Espardoa  
75cl vol.

**SAGARDOZ**  
GOXOA  
LIQUOR

**SAGARDOZ**  
HARITZA  
OK KEB

**SAGARDOZ**  
TRUKIA  
GR ILAND

**OIHARTE**  
SAGARDOETXEA  
**EUSKAL SAGARDOA**  
SIDRA NATURAL DEL PAIS VASCO  
6,5% vol.

**KALIPOXO**  
SAGARNO POP UP  
CITROS

**KALIPOXO**  
SAGARNO POP UP  
CITROS

**PATXAKA**  
SAGARNO POP UP

**IZOTZKO SAGARDOA**  
SIDRA DE HIELO

**IZOTZKO SAGARDOA**  
SIDRA DE HIELO



**SAGARDOAREN LURRALDEA**  
Harlan eta Eskal

**Sagardoetxea**



ESKERRIK ASKO!

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