



**Sagardoetxea**  
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## PROPOSAL FOR TOUR OPERATORS

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## SAGARDOETXEA: from the museum to the cider house

Sagardoetxea proposes a tourist product that puts the basque culture and traditions, the cider world and the housing of one of the most rooted gastronomical rites – the cider house – within everybody's reach.



### Sagardoetxea: the basque cider museum.

The museum is divided into three well-defined sections, through which the visitors can get in touch with the apple and cider history, as well as its present situation: firstly, the apple orchard and the press. secondly, the museum itself, and finally the tasting centre.

### A different activity for each season.

Sagardoetxea is a lively space that deals with the apple and cider culture and offers you a different activity for each season: getting the newly pressed must with your own hands, picking up apples with the help of a "kizki" and observing the fruit ripening, the grafts, the pollination and so on.

### Local sports à la carte at sagardoetxea.

Sagardoetxea suggests concluding the visit with an exhibition of our local sports, which originated from a variety of activities carried out at the farms – among others "aiskolaris" (tree trunk cutters), "harrijasotzailles" (stone lifters) or "txingalaris" (weight carriers).

### The cider house: gastronomy and culture.

The proposal we are putting forward culminates by coming to the cider house. Sagardoetxea makes you know one of the most rooted traditions, and one of the gastronomical events that best identify the basques. However, lets point out that this is not a restaurant but a cider cellar, whose rules for proper behavior have their specific characteristics. to get to know them is also part of the tradition. Sagardoetxea proposes a guided tour at a cider house and/or the testing of its menu.

## Sagardoetxea the basque cider museum

The museum is divided into three well-defined sections, through which you can get in touch with the apple and cider history, and its present situation.



### The apple orchard

This is an open space where you can, in a dynamic and pedagogical way, get to know the apple culture. here, you can see the different types and varieties of apples, their ripening process, the grafts, the different kinds of picking them up and their grinding and pressing.

To complete the tour we organize a visit to the cider press or "tolare" –which dates back to the six century- and where the production process of the cider with the orchard crop is fairly reproduced.

### The museum

It is located at the foot of the apple orchard and gives you the opportunity to learn about this millenary tradition by watching the different tools –that belonged to the "sagardogile" or cider master- a projection of multi-media documentaries, a number of explanatory panels, games and photographs. in a word, the apple and cider present, past and future. also the rites and customs around it and the different drinks made from apples.

### The tasting centre

The third section is dedicated to the tasting of cider -following the traditional style of the "txotx"- and of the gozo gozo products selected by the museum, must liqueur and quince preserve.

We introduce you to the "txotx" so that you can learn in advance the rites and secrets implicit in the tasting at a cider house, among which are the way the glass must be held, how to lean it in order to get some good froth or "txinparta", how to examine and interpret the range of shades in its colour., and to discern its different bouquets.



### The shop

Sagardoetxea has a shop where you can buy a great variety of cider, all types of products derived from apples, as well as souvenirs, promotion products, booklets and whatever information you might require regarding the apple world.

The products on sale at the shop can also be acquired from our shop on-line at "Sagardoetxea.com".

Therefore, anyone coming and visiting Sagardoetxea museum will learn about and enjoy one of the basque people's most rooted customs as well as the apple world history.

### Tour features

**Tour duration:** 1 hour.

**Type of visit:** guided visit.

**Languages:** basque, french, spanish and english.



## Erbitegi Etxeberri cider press installation

During the first half of the year 2009, the cider press transferred from Erbitegi Etxeberri farm house to the museum will be inaugurated, reproducing all the process of the cider production faithfully, the apples used to do so being from our own orchard.

Sagardoetxea has carried out a video-recording of all the steps involved in the production of cider at Erbitegi Etxeberri cider press, just as it used to be done in the XIX Century, so that with suitable premises installed by April 2009 at Sagardoetxea, such work can be fairly reproduced by means of image and sound and take us back to that century.

To maintain and preserve our tools and traditions, which the typical work at the cider house derives from, being the main target Sagardoetxea Museum is pursuing.

Erbitegi Etxeberri Cider Press consists of a piece with two axels, fully manual, in which the crushing of the apples is accomplished with the help of animal pulling. By installing this press Sagardoetxea rescues a unique piece, that will become a first-class educational subject for the future generations, as well as one of the basic foundations of the museum.

The latest events that have taken place in the outskirts of Astigarraga, with the new road infrastructures, have been the cause of the demolition of a number of farms. Sagardoetxea, aware of the severe loss, has undertaken this project knowing that it will be a unique piece to be seen. At the same time, the visitor will be able to enjoy the audio-visual aids that will reproduce the work and sound at a traditional cider press.



## A different activity for each season

**Sagardoetxea Museum is a lively museum that changes its appearance every season. Thus, its activities vary according to the visitors and season of the year.**

### **January-April: plantation time**

Seed sowing. Grafts. Pruning types. Watching and analysis of the orchard fauna. Picking of apples with a "kizki" and their crushing with beetles.

### **May-August: apples in blossom**

Pollination. The bee world. Wax work. The bee-hive world. Honey. Watching and analysis of the orchard fauna. Summer apple tasting.

### **September-December: apple picking and pressing**

Tracking of apples ripening. Tasting of the local varieties of apples. Picking up apples with a "kizki". Crushing with beetles. Pressing. Tasting the newly produced must.



## Local sports à la carte at Sagardoetxea

Sagardoetxea suggests completing your visit with an exhibition of some local rural sports, which originated from farm work, and the rivalry and betting among sportsmen.

The exhibition takes about 20 minutes each. The different sports being “aiskolaris” (tree trunk cutters), “harrijasotzailes” (stone lifters) or “txingalaris” (weight carriers), which are three of the most famous and wide-spread modalities of the Basque rural sports.



## Cider house: gastronomy and culture.

Sagardoetxea offers you one of the most rooted traditions, and also one of the gastronomical events that best identify the Basques, with these two activities: a guided tour around a cider house and/or the tasting of its typical menu.

### Guided visit to a cider house

A guided visit to a traditional cider house, where all the making of cider is shown: arrival of the apples, cleaning, crushing, pressing, must scumming, alcoholic and matolactic fermentation, ripening and bottling.

### Tasting the typical cider house menu

We must point out that the Cider House is not a restaurant, but a cellar with its own rules for proper behaviour. Although these are quite simple, they arouse the visitors' curiosity, which makes this custom not only be kept alive, but also to be considered as a unique experience.

The traditional menu at a Cider House is practically the same in most of them, though there might be some little variations on special occasions. However, they will not alter in any sense the real meaning and the idiosyncrasy characteristic of this experience.

The menu consists of a cod omelet, fried cod with green peppers, steak, cheese and quince preserve, walnuts and cider taken following the "txotx" style.



## Price list

Visit to the Museum and tasting of products .....	3,50 euros
“Chorizo” in cider and local cheese snack .....	1,50 euros
Cider House Menu (depending which one) .....	30,00 euros
Rural Sport Exhibition .....	490,00 euros
Tree trunk cutting, stone lifting or weight carrying	
Two sports 20’ each	
Baskets and packs of local products: .....	For estimates to order see our shop on-line

In the price the VAT is included.