



BODEGAS  
Yllera



## YLLERA, UPDATING TRADITION



Yllera Winery was founded by brothers Jesús and Pepe Yllera in the early 70s, fifth generation of a vine growers family known as “Los Curros”, who, attracted by the potential of the verdejo grapes from Rueda, they started with the making of the first “modern” white wines from this Castilian protected Denomination of Origin.

In 1983 the Yllera brothers along with Ramón Martínez, the wine-maker and partner of the firm, launched the red wine Yllera, different from the usual reds in the area. This wine has since reached huge success both oenologically and commercially.

Nowadays the winery is run by the sixth generation of the “Yllera” along with their passionate and professional team, having risen in recent years to be a market leader both nationally and internationally thanks to its ongoing commitment to innovation and to the personality and outstanding quality of all their wines.

We stand out among the many others for our night-harvested whites such as Yllera Verdejo, Sauvignon blanc and Chardonnay, the sparkling Yllera Brut Privée, the reds Yllera: 12 meses and Vendimia Seleccionada.

## YLLERA: QUALITY, ELEGANCE AND PERSONALITY



In order to make our wines we own more than 150 hectares of vineyards as well as a team of winemakers and engineers monitoring more than 900 additional hectares in the geographical areas of Rueda, Ribera de Duero and Toro (Verdejo, Sauvignon blanc, Tempranillo and Chardonnay varieties among many others).

The wine-making process of all our Yllera wines is guided by some fundamental rules: In regards to white wines, we mechanically night harvest to avoid oxidation and loss of aroma and for red wines, we manually harvest in small boxes, with an exhaustive grapes selection procedure both in the vineyard and in the winery.

All our grapes come from vineyards with low yields and from vines no younger than 15 years old (many of which are much older). Limited yields, inferior to the ones accepted by the Regulatory Councils. The harvesting is primarily determined by the optimum point of ripeness of the grape as measured by sugar levels and other components such as acidity, phenolic contents or Ph.

To preserve the unique character, aromatic identity and distinctive taste of these grapes we have at our disposal state-of-the-art pneumatic presses, stainless steel vats with automatic temperature control systems, a stock of more than 1500 French and American oak barrels, climatization in all premises, laboratories equipped with all the latest technology, a cutting-edge bottling plant, etc... all in order to produce wines with the highest quality, elegance and personality.

The secret lies in the blending of the best selection of red grapes from the geographical area of Toro ("Tinta de Toro") and from the Ribera de Duero ("Tinta Fina or Tinta del País"). A blend which gives the power and deep structure of the wines from Toro as well as the finesse and subtleness of those from the Ribera de Duero.

An exhaustive selection of the grapes, first in the vineyard and then at the sorting table, only selecting fully ripe and healthy grapes, and a careful and controlled vinification along with the use of French and American oak barrels up to 3 years old result in elegant and classic wines all wine-lovers crave for.

## RED WINES: ELEGANT CLASSICISM



**NUEVEMESES**



**12 MESES**



**VENDIMIA  
SELECCIONADA**





**CHARDONNAY SAUVIGNON  
BLANC**

**VERDEJO**

**VERDEJO  
ECOLÓGICO**

## WHITE WINES FROM RUEDA: PERSONALITY AND EXPRESSIVENESS

The night harvesting which avoids the oxidation and loss of aromas, the use natural yeasts and the most modern technology; make our wines highly expressive and give them a distinctive character.

Fresh varietal aromas together with the ageing “sur lie” (with its lees) manage to transmit the wines a stronger personality, elegance and long permanence in the mouth, to express Rueda “terroir”.



## SPARKLING WINE: CHAMPENOISE METHOD

A delicate coupage of Verdejo and Chardonnay in these sparkling wines with very fine bubbles and velvety taste; elaborated following the traditional champeoise method with a second fermentation in the bottle.



**PRIVÉE**

These red wines are the result of our latest project in Duero river valley. Elaborated with the best grapes of the region and in one of the most impressive wineries in Spain; VivaltuS.

With these wines we want to honour the founders of the wineries: Jesús Yllera and Pepe Yllera. The original visionaries who soon understood the great possibilities of the different terroir in Ribera del Duero. Exclusive high-end wines, where the experience of 6 generations come to the fore with the advice of the French oenologist Jean Claude Berrouet.

## RIBERA DEL DUERO: TRIBUTE TO THE FOUNDERS



JESÚS YLLERA



PEPE YLLERA





## LABYRINTH WINE CELLAR “EL HILO DE ARIADNA”



### THE THREAD OF ARIADNE: WINE TOURISM EXPLORING AND EATING IN A LABYRINTH

The spectacular Wine Cellar Labyrinth “El Hilo de Ariadna” lies in the heart of Rueda. This XIV-XV century mudejar style cave dug deep into the hill is naturally cooled by the earth and has more than a kilometre of tunnels and passages covering several floors, some of which are more than 20 metres below the surface.

It is an ambitious and original project in which wine, culture and entertainment are closely bound to offer their visitors a unique experience. Restoring different abandoned wine cellars in the area, we have created a genuine labyrinthine route where episodes and characters of the famous myth of the Minotaur of Crete are related to the Yllera wines. In this way we provide an intertwining network of passageways, some intimate and others spacious, with some cultural notes finally turning this space in to the perfect place to discover the history and origin of wine.

At this recreation of the Cretan maze and following the beautiful legend, the visitor can unravel the ball of thread that Ariadne gave Theseus to go inside the labyrinth and try to kill the Minotaur. The journey starts in Crete and the Mediterranean Sea, origin of our European culture, and rounds off the visit in a room where we gather the divine spirit of Dionysus, God of Wine in Greek mythology.

### GASTROBODEGA BY MARTÍN BERASATEGUI

A winery worth visiting where in addition to art, history and wine, you will be able to taste dishes by the renowned chef Martín Berasategui, who is in charge of the restaurant “GastroBodega” located in the heart of the labyrinth, turning this visit into an unforgettable experience which will leave nobody indifferent.



BODEGAS  
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Updating tradition.



Autovia A-6 Madrid-Coruña, Km. 173,5, 47490 Rueda, Valladolid, España - 983 86 80 97 - [grupoyllera@grupoyllera.com](mailto:grupoyllera@grupoyllera.com) - [www.grupoyllera.com](http://www.grupoyllera.com)