



THE ORIGIN OF THE
BARRIO DE LA ESTACIÓN

1

THE ORIGIN OF THE BARRIO DE LA ESTACIÓN

THE WINE TRADE





Scene from "Quijote", Cervantes.
Chap. 35. Wineskin fights

“**¿WHAT BLOOD AND FOUNTAINS ARE YOU TALKING ABOUT, ENEMY OF GOD AND HIS SAINTS?. DON'T YOU SEE, YOU THIEF, THAT THE BLOOD AND THE FOUNTAIN ARE ONLY THESE SKINS HERE THAT HAVE BEEN STABBED AND THE RED WINE SWIMMING ALL OVER THE ROOM? AND I WISH I SAW THE SOUL OF HIM THAT STABBED THEM SWIMMING IN HELL. MAY I DIE - SAID THE INNKEEPER AT THIS - IF DON QUIJOTE OR DON DEVIL HAS NOT BEEN SLASHING SOME OF THE SKINS OF RED WINE THAT STAND FULL AT HIS BED'S HEAD, AND THE SPILT WINE MUST BE WHAT THIS GOOD FELLOW TAKES FOR BLOOD**”

WINE TRANSPORTATION

Wine has been a typical complement to food in traditional societies. However, despite the extent to which it was cultivated, in the past there were some non-producing areas that required trading in wine and therefore transportation. As a liquid and product susceptible to biological transformations, it required appropriate preparation in order to be transported. Tradition tells us of problems with the transfer of wines; how they suffered when being transported through ports or how they required highly specific conditions for commercial distribution.

The first example of the transportation of a large bunch of grapes appears in the Bible. Wine trading between the eastern Mediterranean and the Iberian Peninsula dates from the 7th century B.C. Furthermore, long ago there were regions renowned for the quality of their wines that sent their products to far-flung countries. Since ancient times, sophisticated methods have been thought up for this delicate transportation in order to ensure that prized wines reached their destination over land and sea. References exist of wines transported by sea in Phoenician times, in various types of clay vases such as the classic amphorae or the great-sized dolias, which could be seen as the precursor to modern-day tanker vessels. Clay has therefore been employed to

lathe receptacles used in wine transportation. Wood has also been a necessary material for the transfer of wine. Since before Roman times, hollowed-out trunks could contain liquids. Thereafter, casks and barrels were made of wood bound together by iron or wooden hoops. The Romans then spread this Etruscan invention throughout Europe, and even today these receptacles are used for the elaboration, storage and transportation of wine. The Jacobean-style pumpkin has been widely used to store and carry wines, although other fruits, especially from the cucurbitaceae family, have also been used. Animal skins have also been used to store wine, as narrated by the classic authors. Goat skins and even those of calves have been used to transport and commercialise wines in Spain up until almost the end of the last century. Wine-making regions such as La Rioja, Navarre or Burgos have been home to tanners and boteros who, first on carts and later on lorries, distributed wine in their skins to non-producing areas.



*Wine transportation by canal
Carts for transporting wine*



Departure of wines to America



Amphorae for transporting wine



*Loading of French wines
Lorry shipment of wine from Jerez*

The traditional wineskin (bota) has been a popular companion for peasants, hunters and walkers, and is synonymous with carrying young or family-grown wines. Metal is not a material that happily stores wine. However, we know of receptacles with various metal covers that have been used to measure, preserve and transport wine. The advent of stainless steel has dignified the difficult relationship between metal and wine. The shift from sales in bulk to sales in bottles has increased the importance of glass in the wine trade. Nevertheless, the use of demijohns for wine transportation should not be overlooked. Every year thousands of demijohns were sent from wine-making areas to large cities, where consumption gradually

increased. These materials -wood, clay, leather, metal and glass- have been used to transport, preserve and consume wine. Over time every region has used each of those materials with less or greater intensity, although all of them have been worthy of mention in their relationship with wine. In some cases these materials hid the defects of the wine, although in others they have improved the wines' quality, as is the case of wood. A fundamental accessory for wine trading is a rigorous liquid-measuring system. Fraud can occur in the wine trade, meaning that on many occasions it has been sold by weight. Likewise, it has always been necessary to have a strict measurement system.

BY LAND AND BY SEA

Via Roman roads or cattle routes, wine has been distributed across the whole territory. Carts pulled by horses or oxen have been the most commonly used. Some Spanish regions became specialists in trading via these means, such as the Maragatos from León or the inhabitants of the natural area of Pinares, encompassing Soria and Burgos. Wine was transported in goat or cow skins that were internally coated with a layer of pitch, made from resin that made them waterproof.

It was also normally transported in wooden receptacles, which on many occasions were made from chestnut trees. The daily routes were mapped out in advance, with rest areas established in taverns and inns located along the road network. The establishments served the needs of the animals and their owners, with tales and events associated to wine being commonplace, such as that which befell the knight of Cervantes. Wine traders and hauliers were in contact with producers, tanners

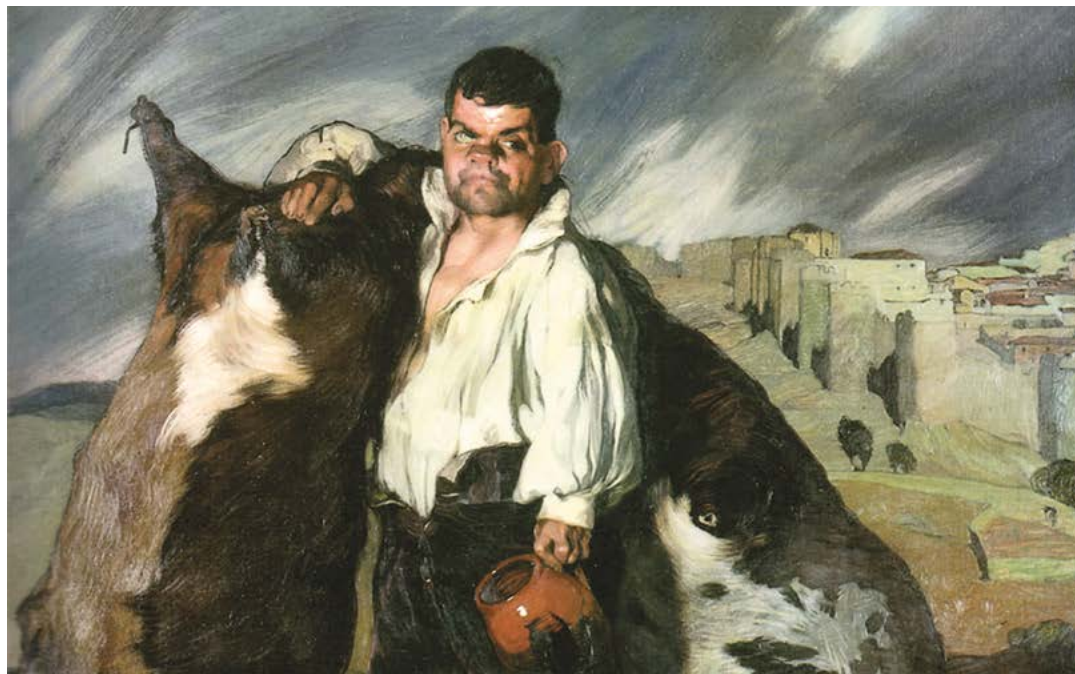
and clients. In many cases, the craftsmen themselves were responsible for the purchase and distribution of wine. With the emergence of mechanical means of transport powered by liquid fuels, these same hauliers began to use lorries, once again transporting skins and casks in these noisy vehicles. The change in the commercialisation of wine from bulk to bottles occurred due to traders seeking quality and thanks to the popularisation of the glass bottle. This new, clean, recyclable material is the receptacle that wine traders now transport. Two thousand years of wine transportation have passed from the Roman cart to the current refrigerated and palletised container.



*Shipment of grapes by ship
Transportation of wines from Porto*



Peculiar method of transporting Chianti



“The Tanner”, Gregorio Zuloaga, 1907. Hermitage Museum.

SHEEPSKIN, BOTTLES AND WINESKINS

Biblical quotes, classic Greece or Pharaonic references all describe the use of leather receptacles in these periods. The entire skin taken from animals has been used to contain liquids. Milk, wine, oil or water has filled these skins, which in fantasy tales have also been used as nautical floats. The craftsman removes the entire skin from the animal, be it a cow, goat or even a cat, leaving the orifices of the neck and the legs. It is then tanned with vegetable cuttings, ash or other tanning agents, before the fur is cut in stages. Once the skin is hardened, it is turned over and in some cases filled with pitch, a substance extracted from pine resin that makes it waterproof. Pitch was also used to line the inside of Roman amphorae and dolias for maritime transportation. The orifices are tied and an exit point is left so as it can be filled with liquid. If the skin has any

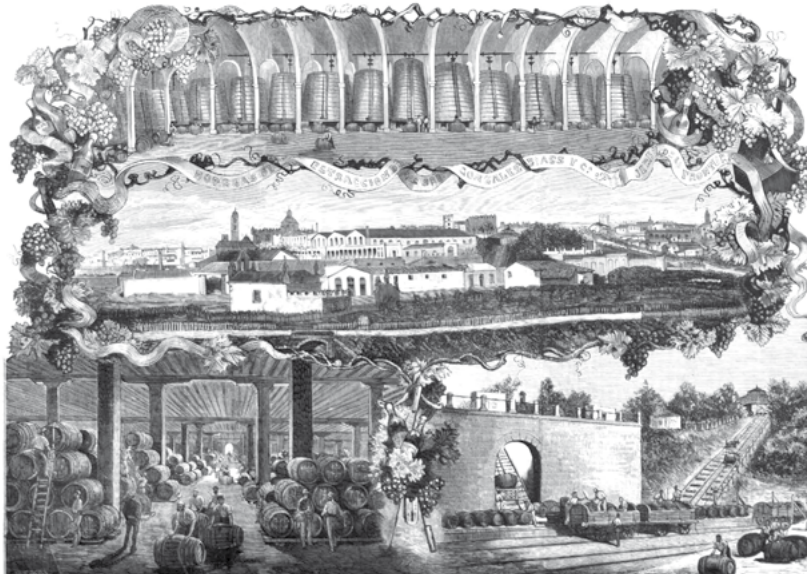
holes they are closed with patches or a boxwood plug. These leather receptacles have had different capacities, from the voluminous skins made from oxen, to the more manageable wineskins made from cat skin.

With a goatskin, the tanner makes a receptacle by sewing the cut skin and following the same process of waterproofing the inside. The relationship between leather and wine is narrated in various writings and tales, and today’s technology enables new uses of this wine-related handicraft.

2

THE ORIGIN OF THE BARRIO DE LA ESTACIÓN

THE ARRIVAL OF THE RAILROAD



Printmaking of the railway project in Jerez

**“ NEITHER IS NEW WINE PUT
INTO OLD WINESKINS. IF IT IS,
THE SKINS BURST AND THE WINE
IS SPILLED AND THE SKINS ARE
RUINED. BUT NEW WINE IS PUT
INTO FRESH WINESKINS, AND SO
BOTH ARE PRESERVED ”**

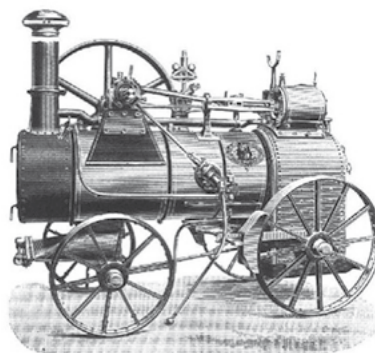
THE RAILWAYS IN SPAIN

Throughout human history, the transportation of people and goods has been a necessity that has generated technology and growth. Up until the middle of the 19th century, the most common mode of transport was either by animal or on foot. However, from bygone times different methods have been used for the transfer of heavy loads and liquids. Different types of cart pulled by various animals, generally horses or oxen have been developed across the globe.

Engineered by Watt in 1769, the advent of the steam engine produced a radical change in transportation through the use of the locomotive, which started to be developed in England in 1825. Soon the old trams and wagons that were pulled “by force” were coupled to this breakthrough. Steam was then substituted for combustible liquids and electricity. The first Spanish line was constructed in Cuba in 1837.

The first line on the Spanish mainland was built in 1848 between Barcelona and Mataró. In Jerez de la Frontera the first urban railway related to wine was promoted in 1829. After the first attempts, leading businessmen such as the Marqués of Salamanca invested in Spanish railway projects, as well as foreign capital and entrepreneurs associated to the world of wine like Rothschild. Companies were then created in 1856 to develop this new means of transport, such as the Madrid, Zaragoza and Alicante Railway Company, along with the Compañía de Caminos de

Hierro del Norte de España, which operated in the Estación de Haro, or the Andalusian equivalent in 1877. A new general railway law was passed in 1855 which set out the guidelines for regulating this type of transport. Meanwhile, the controversy relating to the section from Burgos to Vitoria for the most important communication hub in the north pitched two possible enclaves against each other; Haro, for those who defended the Belorado project, and those from Burgos who wanted the route to pass through Briviesca, Pancorbo and Miranda de Ebro. The second option was eventually chosen, leading to great disappointment in Haro and generating confrontation with the province of Logroño (as La Rioja was then known).



*The railway over the river Oja-Túrón
First wine-specific railway in Jerez*



The Haro-Ezcaray railway



Wine seller



*Shipping of sheepskins, Madeira
Railway in the Conchas de Haro, 1863*



Porto Station. Portugal

THE RAILWAYS AND THE WINE

Until the age of the railway, wine was transported by carts. New ideas were devised to transport wine by railway from the moment this new means of transport appeared. Different wine-producing areas sought the arrival of the railways as an outlet for their wines. Trade with certain areas was developed due to the arrival of the railways, as was the case in La Rioja but also in Cariñena, Somontano, Mancha or Penedés.

It is of great significance that the first Spanish railway project was the so-called Jerez de la Frontera wine train, which after its completion in 1854 linked the different wineries in the town to Puerto de Santa Maria and thereafter Cádiz. Another town strongly linked to wine via the railways is Reus, where wines from the districts of Campo, Priorato, Montsant and Penedés were found.

However, probably the best example of the relationship between wine and the railways is the development of the wine regions in Castile La Mancha, from the moment the railway network was built in the second half of the 19th century. As of 1858, the Madrid-Alicante line took wines from Alcázar de San Juan, Campo de Criptana or Socuéllamos to the Mediterranean. The Villacañas-Quintanar de la Orden line then provided an outlet for other wines from Castile La Mancha. This transport

system generated new employment associated to the industry. The increasing demand for wooden receptacles to ship wine in bulk led to the creation of modern cooperages. Large vats of up to 25,000 litres known as fudres were also manufactured to transfer wine. Other smaller receptacles were loaded onto the wagons as storage vats. Grapes were also transported from the cultivation areas to the wine-making areas, with each wagon containing 100 baskets (comportas), weighing a total of approximately 8 tons. Trains therefore modified wine-making activity and, moreover, enabled wine trading from remote areas to borders and maritime ports.



RAILWAY NETWORK IN THE S.XIX



Construction phase of the railway network through the Spanish territory:

| | | | | |
|---------------|---------------|---------------|---------------|---------------|
| — 1848 - 1851 | — 1851 - 1855 | — 1855 - 1860 | — 1860 - 1868 | — 1868 - 1900 |
|---------------|---------------|---------------|---------------|---------------|

THE SPANISH RAILWAY NETWORK IS CREATED FROM DOMESTIC AND FOREIGN PRIVATE INVESTORS. MANY AGRICULTURAL AND INDUSTRIAL AREAS RELIED ON THE TRAIN FOR TRADING THEIR PRODUCTS. THE ROUTES TOWNS AND REGIONS FACED FOR THE TRACE OF THE ROADS AND MOST OF THE PROJECTS WERE NOT CARRIED OUT, MANY OF THEM FOR BEING UTOPIAN. THE WINE TRADE BOOM TOOK ADVANTAGE OF THIS TRANSPORT, WHICH TODAY HAS COMPLETELY FORGOTTEN THIS PRODUCT.

3

THE ORIGIN OF THE BARRIO DE LA ESTACIÓN

THE TURNING POINT OF THE BARRIO



Map by Francisco Coello, 1851

THIS TOWN, WHICH WAS GRANTED CITY STATUS IN 1891, HAS A LONG GRAPE-PRODUCING HISTORY. ITS CELLARS WERE DUG INTO THE SLOPES OF THE CASTILLO AND SANTA LUCIA HILLS. WINE CELLARS WERE THEN CONSTRUCTED UNDER THE BUILDINGS OF THE STREETS, AND IN CALLE CUEVAS AN EXTREMELY INTERESTING WINE-PRODUCING COMPLEX WAS ALSO BORN.



*El Barrio at the end of s.XIX
The beginnings of The Barrio de la Estación*



Primitive railway route in Haro

HARO & THE RAILWAY

Windmills and river-powered mills which irrigated allotments and crops were located on the other side of the river Oja-Tirón. The Camino de Miranda and the Camino Real to Álava passed through that area. The wine routes (caminos) were designed as wine roads (carravinateros) and connected the wine-producing areas. Now a world famous wine-producing area, it was previously agricultural land which was home to the terrains of Cantarranas, Vicuana, Cores, Las Callejas, Los Arenales or La Chopera de la Villa. However, from the middle of the 19th century it underwent significant transformation as a result of the section of railway that would link Bilbao with Aragon and the Mediterranean.

Consequently, from 1856 the property in the area began to alter and thus favour speculation. The land surrounding the route would increase in value, despite the fact that the exact location of the future Estación was not known until much later. The train tracks cut off the old routes (caminos) and even the irrigation systems. The decision to then build La Estación in the terrain of Cantarranas led to different warehouses being built from 1867 onwards in order to commercialise products via the railways. In 1859, it is most likely that the first building related to wine-producing activity became operational under the auspices of the Savignon brothers. However, the first wine-producing building was built in 1877 by another Frenchman from Pau, Armand Heff,

with the help of Rafael López de Heredia. There were different buildings around La Estación owned by Frenchmen, who exploited the railway to ship their products to France. Once the railway route was decided, expropriations and work commenced. It was completed in August 1863, the year of the official opening of the line. The decision relating to the location of La Estación was taken later, although there was already a provisional facility in Cantarranas, along with the houses of both the stationmaster and the works foreman. As soon as the railway came into operation, businessmen set themselves up near the tracks, which gave rise to a completely different model compared to the traditional spaces dedicated to wine making in Rioja. Facilities that took influence from French architecture were built, with thick-walled buildings being constructed in order to protect the wine from adverse weather conditions. However, the traditional Riojan method of storing wine in underground cellars was also conserved.

Companies appeared on both sides of the tracks, which progressively changed hands. It is important to know that the golden age of wine trading was from 1877 to 1892, when Spanish wines in France benefited from customs protection. Nevertheless, the businessmen commenced work on seeking new markets and, above all, producing bottled wines aged in barrels, as per French tradition.

THE FRENCH PRESENCE

Various French surnames were already present in Haro by the middle of the 19th century. The oidium crisis led French agents to come to Spain in order to trade in many products, especially cereals and wine. These products were sent to the port in Bilbao and Pasajes by carts on the Camino Real. It is important to highlight the role that the wine warehouse (Alhóndiga of Bilbao) had from 1905 onwards.

With the arrival of the railway, those non-producing traders sent their wines via train in barrels and casks rented in France. They were bulk wines prepared in order to substitute French ones, given that the vines had been devastated by phylloxera. The wines were produced by Riojan winegrowers and acquired by said agents, who capitalised on the Hispano-French wine-trade agreement that kept customs duties very low.

Cooperages were then established in Haro in order to supply receptacles for the wine trade. The wines were neither aged nor bottled, given that they were sent in bulk to French destinations. After the successful trading years with the French that concluded in 1892,

Spanish businessmen then began to produce fine wines in La Estación district of Haro. These traders began to specialise in wine due to the high demand in France, therefore shunning the purchase of cereals. Most French wholesalers returned to France when the Hispano-French treaty concluded, with the area then being plunged into a profound crisis that concluded with the outbreak of phylloxera in 1899. Nevertheless, it is evident that the area maintained significant relations with France, which became an important supplier of production techniques along with agricultural and winery-based machinery and equipment. Besides, the wines produced by Spanish vintners were given presumptuous French names, such as Rioja Medoc, Rioja Sauternes or Rioja Borgoña, until the brand names of each of the wineries of La Estación district appeared.



Promotional poster



Bordeos harbour, 1789. Jean-Giles Berizzi



*Departure of Bordeaux wine
Attack to the rail train in "las Conchas"
Haro, 1875*



Postcard with a winery beside the railway



Wine train. Garibaldi. Brazil

THE NEW WINERIES

Spanish businessmen, some of them from the Basque Country, began new projects in the area around La Estación district, in some cases capitalising on the infrastructure created by the French wholesalers. Following in French tradition, these winery owners started to make “fine wines” which had already been trialled a century before by Manuel Quintano in Labastida, and which the Marques de Riscal in Elciego had been making since 1864.

Basque capital was invested in the area and the Rioja winery experience was born, as an heir of the work undertaken by the French agents and with models and machinery being supplied from France. New buildings were constructed in La Estación district and the railway infrastructure was exploited to elaborate and commercialise wines to be exported around the world, as shown by the presence of these wine-producing companies at international exhibitions held in various countries. Furthermore, the emerging bourgeoisie in large Spanish cities began to value these new wines, which were vastly different to traditional table wines. The advertising phenomenon at the beginning of the 20th century brought these new wines into the public

eye via billboards, adverts and other means. The urban structure of La Estación district was gradually consolidated, with the present-day layout mirroring that of the first decade of the 1900s. The Labastida Bridge generated a flow of people to the other side of the Ebro, with the newly-created railway to Ezcaray increasing its service. The proposed Haro to Laguardia line was not undertaken, meaning that winery owners in Álava relied on the stations of Haro, Cenicero and Fuenmayor for the transportation of their products, which were located on the other side of the bridges that crossed the Ebro. The name Rioja as a wine-producing region was forged and consolidated in this district created by the railways.



1845

First studies for the construction of the Madrid-Irun railway.

**1855**

Legislation on the Madrid-Irun railway.

1856

First proposal for a Bilbao-Zaragoza railway.

**1857**

Work starts on the Bilbao-Tudela railway.

1859

Presence of French traders in La Estación in Haro for the first time.

1861

Controversy sparked due to the location of the future Haro railway station.

**1863**

The Bilbao-Tudela railway via Haro is opened.

1864

Service commences on the Madrid-Irun line that passes through Miranda.

**1867**

Blueprint for refurbishment of Haro railway station.

1877

The R. López de Heredia winery is founded.

**1878**

The Compañía de Caminos de Hierro del Norte is created.

1879

The Compañía Vinícola del Norte de España is founded. CUNE

**1880**

A feasibility study on the Haro-Ezcaray railway is carried out. Logroño Regional Exhibition on Agriculture, Industry and Arts.

1881

Work concludes on Haro Railway Station.
Water concession to the wineries in the Estación district of Haro.

**1884**

Regional Wine Exhibition of Haro.

1886

The Duke of Moctezuma de Tultengo creates the winery that the Gómez Cruzado brothers acquire thereafter.
The Haro Bullring is opened.

**1890**

The La Rioja Alta Sociedad Vinícola is founded, Haro.

1891

Electricity reaches the wineries in the Estación district.
The town of Haro is awarded city status.

1892

The Hispano-French treaty to limit customs duties on wine concludes.

**1895**

The Martínez Lacuesta winery is founded.

1899

The first outbreak of phylloxera appears in Sajazarra, La Rioja.

**1900**

The Haro Cooper Association is created.

1901

The Bilbaínas winery is founded Haro.

**1904**

The Rioja Santiago S.A. winery is created in Haro..

1905

Haro Agricultural Exhibition.

**1907**

The La Rioja Wine Exporters Association is created.

1912

The Rioja Wine Growers Association is created.

**1913**

Work starts on the Haro-Ezcaray railway.

1915

The extension of Haro Railway Station is completed.

1916

The Haro-Ezcaray railway opens.

**1917**

The new Haro Enological Station is opened.

1923

Registration date of the Muga winery bottling plant.

**1925**

Regional Exhibition of Products, Logroño.

1926

The "Rioja" brand is created.

**1964**

The Haro-Ezcaray railway closes.

1976

The railway between Miranda and Zaragoza becomes electric.

**1987**

Roda winery is founded.

2004

The railway passenger platform is opened in El Pardo, Haro.

**2015**

First Tasting in La Estación district.



CREDITS

Texts:

Luis Vicente Elías

Translation:

Inma Bezunarte

Pictures:

Fundación Vivanco para la Cultura del Vino, Briones

Luis Vicente Elías

Jose Luis Jimenez, Jerez

Cartelera arandina, Aranda de Duero

Instituto del Patrimonio Cultural de España, Madrid

Biblioteca Nacional de Madrid

Museo de América, Madrid

Ministerio de Agricultura, Alimentación y Medio Ambiente, Madrid

Archivo Histórico de La Rioja, Logroño

Museo de Hermitage