

# IDRIAS WILL INVEST ON WINE TOURISM

29/04/2017 - Once the new 2016 vintage has been released and placed again inside the Somontano denomination of origin, the winery has started to develop another key strategic line for development and expansion of its main brand, IDRIAS, the wine tourism.

The positive impact generated from the guided visits of the vineyards, the winery and tasting wine with consumers has no comparison with any other marketing strategy and that is why the Winery is developing a wine tourism project. Taking the advantage of the place where the winery is located, 34 kms from Huesca and 20 kms from Barbastro, in the foothills of Sierra de Guara clasified as a Natural Park. It is the perfect place to develop some sports like hiking or canyoning and other activities more relaxing like birds watching.



Exploit this privileged location and complement the winery with exclusive areas, these are the two main axes where the winery is working, keeping all the attention on the enjoy of the winetourist.



# IDRIAS

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