MAD RURAL

Flavours of Madrid



Financiado por la Unión Europea NextGenerationEU

GOBIERNO DE ESPAÑA MINISTERIO DE INDUSTRIA Y TURISMO

Plan de Recuperación, Transformación y Resiliencia

Comunidad de Madrid

MAD RURAL

A JOURNEY THROUGH THE PRODUCE OF THE REGION

The Community of Madrid can also be discovered through what it grows, rears, produces and shares at its tables. Beyond the city, the region unfolds across vineyards, olive groves, pastures, historic market gardens and mountain ranges where the local cuisine stems from a close connection with the landscape. In these settings, local produce is not merely an accompaniment to the journey, but a way of understanding the character of each region and of getting closer to a rural culture that is still very much alive.

Across the four regions of MadRural — Sierra Norte, Sierra Oeste, Sierra de Guadarrama, and Las Vegas & Alcarria Madrileña—Madrid's culinary heritage takes on different nuances, yet maintains a common thread: authenticity, local sourcing and a connection to the place of origin. Oils, wines, meats, honeys, fruits, pulses, cheeses and traditional sweets make up a map of flavours that speaks of the seasons, crafts and knowledge passed down with patience. These are products that encapsulate the climate, the soils, the agricultural heritage and each village's ability to preserve its identity through its cuisine.



MADRID DESTINO RURAL

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This journey invites you to view Madrid from this more serene and essential perspective, where gastronomy, the land and heritage go hand in hand. Here, official quality designations coexist, such as the PDO Aceite de Madrid, the PDO Vinos de Madrid.

and the ‘Carne de la Sierra de Guadarrama’ Protected Geographical Indication, alongside local crops, preparations and specialities that form part of the region’s gastronomic heritage. Savouring these products is, at its heart, another way of exploring the landscape and recognising the richness of a rural world that is close at hand, diverse and deeply connected to its land.

SIERRA DE GUADARRAMA

PGI CARNE DE LA SIERRA DE GUADARRAMA

EXTENSIVE LIVESTOCK FARMING

Protected by a Protected Geographical Indication, this meat comes from cattle reared using a system closely linked to the local area and based on extensive farming. The 'Carne de la Sierra de Guadarrama' PGI is one of the region's leading symbols of distinctive quality and, through livestock farming, embodies a way of living in and preserving the mountain landscape.

It brings together pastures, traditional management practices and a livestock-farming culture that has shaped the appearance of the mountains and their local food supply for decades. Its presence, moreover, remains alive on the dining table: it can be savoured in numerous restaurants in the mountain villages and purchased from trusted butchers in the mountains, where it continues to be a product prized for its quality and its connection to the land.





HONEY FROM SIERRA DE GUADARRAMA

BEEKEEPING

Honey occupies a prominent place in Madrid's pantry and some of its most distinctive varieties are found in the mountainous regions. The flowering of rosemary, thyme, holm oak and oak trees gives rise to honeys of diverse character, whilst beekeeping maintains a close relationship with biodiversity, pollination and a deep understanding of the region.



Did you know...?

In various towns across the mountains, you can also take part in educational experiences that offer a better understanding of how beehives work and the environmental value of this craft. In this context, the Hoyo de Manzanares Beekeeping Centre is a key destination for discovering, from an educational perspective, the world of bees and the ecological and cultural importance of beekeeping.

CRAFTS BEERS

CRAFT BEER

Gabarrera, the first organic craft beer in the Community of Madrid, was created in honour of the Sierra de Guadarrama National Park and the ancestral tradition of the 'gabarreros,' who used to transport timber using mules. Since 2014, this project has combined craft beer brewing with a firm commitment to organic production and social responsibility. Its brewery, located in Becerril de la Sierra, offers tastings, guided tours (by prior booking), courses and group tastings, making it a highly attractive option for those wishing to discover the region through its flavours.

Adding to this offering is Maltacaballar Cerveza Artesana, in Alpedrete, another leading brewery linked to the Sierra de Guadarrama region. It brews its beers using natural ingredients and water from the mountains, without filtering or pasteurising, and also maintains a sustainable approach by reusing the by-products of the brewing process as feed for local livestock. Its brewery features a tasting area and organises guided tours with tasting included, as well as concerts, competitions and other activities that bring beer culture to life for visitors.

Taken together, Gabarrera and Maltacaballar showcase two complementary approaches to craft beer, linked to the landscape, sustainability and an authentic tourist experience that combines local produce, tradition and the natural environment. Both also allow visitors to buy their beers directly to take away or enjoy at home, extending the connection with the destination beyond the visit itself.



CHEESES OF SIERRA DE GUADARRAMA

Sierra de Guadarrama boasts a rich cheesemaking tradition, with artisan goat's and sheep's cheeses ranging from fresh, semi-cured and cured varieties to creamy lactic-set cheeses and distinctive creations flavoured with truffle or aromatic herbs.

GIN

PREMIUM ARTISANAL GIN

Gin Monti is a premium craft gin produced in a small distillery in the centre of Los Molinos, in the heart of Sierra de Guadarrama. It is a classic, dry London Dry Gin with a complex aromatic profile in which the alcohol is perfectly balanced, offering an elegant and pleasant mouthfeel.

Its production is characterised by careful distillation in copper stills, cold maceration with 15 natural botanicals, and the use of water from Sierra de Guadarrama, known for its low mineral content and considered among the best in Europe.

Added to all this is the chance to experience the process up close, as the distillery offers tours and tastings, allowing visitors to see the production process first-hand and discover the nuances of this gin right where it is made.

Gin Monti has received significant accolades, such as the award for 'Best Gin in Spain' in the London Dry category at the 2018 World Gin Awards in London, as well as its inclusion in the Repsol Guide to the Best Food and Drink in Spain.

FRANCISQUITOS

TRADITIONAL PASTRIES

Francisquitos are the iconic sweet of the town of Guadarrama, created in honour of St Francis of Assisi. Handcrafted, they consist of a puff pastry base filled with custard and whipped cream, and coated in white and dark chocolate. These sweets have come to symbolise the town.

PIEDRAS DE LA MALICIOSA

ARTISAN CONFECTIONERY

The 'Piedras de La Maliciosa' are a confectionery speciality from Becerril de la Sierra, inspired by the rocky silhouette of the mountain from which they take their name. Their artisanal production and stony appearance make this treat a unique offering from the Domca confectionery, which is closely linked to the landscape of the Sierra de Guadarrama.



SIERRA NORTE DE MADRID

THE PERO DE LA HIRUELA

TRADITIONAL FARMING

The Pero de La Hiruela is a traditional apple variety from the Sierra Norte of Madrid, grown in the municipality's orchards using traditional methods. Its medium-sized fruit, with a rough skin, combines a sweet and slightly tart flavour with a firm texture, making it ideal both for eating fresh and for cooking. This apple reflects the agricultural richness and biodiversity of the area, preserving native varieties in the face of standardisation. Each apple bears witness to local tradition, the care taken in the orchards and the close relationship between the residents of La Hiruela and their natural surroundings.

MOUNTAIN HONEYS

BEEKEEPING

In Sierra Norte, beekeeping remains an activity closely linked to the natural environment. The floral diversity of the mountains results in honeys with great character, whilst local councils and producers keep alive a craft that forms part of the region's productive and cultural landscape.

OLIVE OILS FROM SIERRA NORTE DE MADRID

EXTRA VIRGIN OLIVE OIL

Sierra Norte also preserves a modest yet valuable olive-growing tradition, particularly in its southernmost and transitional areas. Its oils, produced in limited quantities, reveal another facet of the mountainous landscape and serve as a reminder that olive cultivation forms part—albeit on a smaller scale—of Madrid's agricultural diversity.



EXTENSIVE LIVESTOCK FARMING

Backed by a Protected Geographical Indication (PGI), this beef comes from cattle reared using a system closely linked to the local area and the extensive use of its resources. The 'Carne de la Sierra de Guadarrama' PGI has become a benchmark for distinctive quality in the region, reflecting, through livestock farming, a way of living in and preserving the mountain landscape.

Its production combines natural pastures, traditional management practices and a livestock-farming culture which, over decades, has shaped both the character of the mountain range and the flavours found in its larder.



BUSTARVIEJO AND CABANILLAS DE LA SIERRA – BEER CULTURE IN A MOUNTAIN SETTING

Scenic | Craft | Family-friendly

Sierra Norte de Madrid combines oak groves, pasturelands and open horizons with a growing craft beer tradition, rooted in the purity of the environment and a taste for authenticity.

BAILANDERA BUSTARVIEJO CRAFT BEER

Craft

Brewed with water from the Sierra Norte using traditional methods. Guided tours explaining the brewing process, followed by a tasting session.

VAMOS A BEER – CABANILLAS DE LA SIERRA

Craft

An independent brewery project offering limited production and innovative varieties. Experiences featuring tastings and pairings with local produce.



LAS VEGAS & ALCARRIA MADRILEÑA

MADRID OLIVE OIL (PDO)

OLIVE GROVE





Las Vegas & Alcarria Madrileña offer a unique experience for olive oil enthusiasts. The Olive Oil Route allows you to visit traditional olive oil mills, where you can discover the production process first-hand, taste high-quality oils with the Madrid PDO, and buy them directly from the producers. In addition, the Olive Route offers the chance to sample the region's exceptional olives, with their characteristic Manzanilla flavour.

Your tour can be rounded off with visits to the Olive Oil Museums, authentic testimonies to the past that preserve the ancient crafts associated with olive oil culture. Walks through vast olive groves will connect you with the landscape, history and rural authenticity of the region, offering direct contact with its traditions. This itinerary invites you to savour, learn about and experience olive oil culture with all your senses, combining gastronomy, nature and history in an unforgettable experience.





FINE GARLIC FROM CHINCHÓN

Chinchón garlic is a gastronomic gem of this town. It is a native variety known as 'ajo fino' (fine garlic), with a white bulb, a slight pinkish tinge and small, compact cloves, prized for its intense aroma and elegant, piquant flavour that enhances soups, stews and sauces. It also keeps particularly well and has a long tradition of use in Mediterranean cuisine. Although its cultivation is labour-intensive, it is now being revived as a distinctive local gourmet product.

ANISE PGI

The Madrid town of Chinchón is also famous for its aniseed liqueur, a spirit produced by macerating green aniseed in agricultural distillates using copper stills. It comes in four varieties: sweet, dry, extra-dry and very dry. The tradition of Chinchón aniseed liqueur dates back centuries, becoming firmly established in 1911 with the creation of the Chinchón Alcohol Cooperative Society, which drove its industrial production. Its quality has been guaranteed by the Chinchón Geographical Indication since 1991, and in 2019 it was awarded the 'Chinchón Geographical Indication' in accordance with European regulations, safeguarding its authenticity.





SNAILS FROM THE VEGA DEL TAJUÑA

Snails from the Vega del Tajuña offer a unique gastronomic experience.

Right in the heart of the Tajuña river valley, in Tielmes, you can find a unique gastronomic experience. Vega Naturalis breeds and selects snails using nature-friendly methods to offer fresh, high-quality products.

Its natural surroundings are ideal for traditional snail farming, and it is a perfect stop for those visiting the region who wish to sample distinctive local flavours. Here you can discover cleaned snails ready for cooking, live varieties and traditional dishes such as 'caracoles a la madrileña', prepared using authentic recipes.

THE CARABAÑA TOMATO

The Carabaña tomato is a gastronomic treasure of the Community of Madrid, known for its intense, sweet and slightly tangy flavour. Its thin skin and juicy flesh make it ideal for salads, gazpacho or simply to enjoy on its own. This tomato, grown using traditional methods, retains a firm texture and an unmistakable aroma that reflects the climate and soil of Carabaña. Every summer, visitors can enjoy local fairs where

the harvest is celebrated, learn about how they are grown and savour authentic recipes that highlight the richness of this unique produce.

WINES – ARGANDA SUB-REGION (D.O.P. VINOS DE MADRID)

VINEYARD

The Arganda sub-region is one of the historic heartlands of the Vinos de Madrid PDO (Protected Designation of Origin). Its vineyards, situated on the diverse soils of the region's south-east, are the foundation of a long-standing wine-making tradition where cooperatives, family-run wineries and contemporary projects coexist, inviting visitors to discover the region through a glass of wine.













OLIVES AND CHEESES FROM CAMPO REAL (D.O.)

OLIVE GROVE

Campo Real olives are one of the most recognisable products of Madrid's gastronomy. Their distinctive character stems from the traditional seasoning — featuring thyme, fennel, oregano and garlic, amongst other nuances — and a reputation built up over more than two centuries, making them one of the hallmarks of the municipality.

Alongside them, the cheeses produced in the area enhance the experience with a rustic and down-to-earth feel, very much in keeping with a region where local produce remains a way of telling the story of the land.

SIERRA OESTE DE MADRID

WINES OF SIERRA OESTE

MOUNTAIN VINEYARDS · RURAL TRADITION

The vineyards of Sierra Oeste, characterised by granitic soils and a landscape with a distinctive character, have helped to enhance the prestige of this sub-zone of the Vinos de Madrid PDO, which is now driven by wineries that combine tradition, the revival of grape varieties and a contemporary outlook.

Stepping into a winery in Sierra Oeste means understanding how the vineyard forms part of the landscape, the climate and a local culture that has successfully translated the character of the surroundings into wines with their own distinct identity



CHICKPEAS FROM THE SIERRA OESTE

TRADITIONAL FARMING

The chickpea forms part of the agricultural and culinary tradition of Sierra Oeste and is now recognised as one of its flagship products. The region presents it as a historic rain-fed crop, prized for its thin skin, its delicate texture on the palate and its suitability for hearty stews, from vegetable stews to meat and vegetable stews that form part of the Sierra's traditional repertoire.

CHEESES OF THE SIERRA OESTE

LOCAL PRODUCTS

Sierra Oeste is home to artisanal cheese dairies that use goat's and sheep's milk to produce cheeses with a distinctly local character.

These cheeses evoke the landscape of dehesas, pastures and scrubland, and derive much of their appeal from their local origins, small-scale production and artisanal specialisation.





CHEESES FROM MADRID

LOCAL PRODUCT

The region is home to small-scale artisan goat's and sheep's milk cheese producers with strong local ties. These cheeses reflect the pastoral character of the mountains, the importance of artisanal production, and an approach to the product rooted in local connection and respect for the environment.

Cheeses with a regional identity

- Las Vegas & Alcarria Madrileña — a cheese-making tradition linked to the south-east and to pairings with local wines and olive oils
- Sierra Oeste — artisanal goat's and sheep's milk cheeses, linked to dehesas, scrubland and locally sourced produce
- Sierra de Guadarrama — mountain cheeses, both fresh and matured, born of a deeply rooted pastoral culture
- Sierra Norte — artisanal cheeses, associated with pastoral traditions and the mountain landscape



MAD RURAL

A journey through the produce of the region

https://www.madrural.com/en/home-en/

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