Typical local products at MadRural

Artisan cheeses, olive oils, wines, honey, seasonal fruits and vegetables, meat from local livestock, artisan dairy products, sweets and traditional garden produce.



The price of km 0

Although they may be slightly more expensive, they offer higher quality, freshness and directly support the local economy. In addition, you eliminate intermediation and transport costs.

Consuming locally sourced food: it does matter

You support the local economy, reduce your carbon footprint, keep agricultural traditions alive, ensure greater freshness and quality, and contribute to the sustainability of small producers and rural ecosystems.



Kilometre zero and the environment

It significantly reduces CO_2 emissions from transport, preserves biodiversity, maintains traditional agricultural landscapes, promotes sustainable agricultural practices and contributes to the conservation of rural ecosystems.

How to identify a km 0

Look for seals of origin, information about the producer, clear provenance, local varieties, seasonality and, if possible, direct visit to the place of production to learn about its origin.



Visit the places of production

At MadRural, we organise experiences that allow you to learn first-hand about production processes: farms, wineries, cheese factories, olive groves and orchards where you can see, learn and taste products at their source.

Guadarrama Mountains

Beef with Protected Geographical Indication, local mushrooms and fungi, aromatic plants and spices turn each dish into a direct expression of the mountains. Our zero-kilometre cuisine is born out of respect for nature and a culinary culture deeply linked to the landscape.







Cheeses made from Guadarrama goat's milk preserve a deep-rooted livestock tradition, while honeys bring identity and character to a table that celebrates its origins. Everything is rounded off with homemade desserts that evoke recipes passed down from parents to children.

Come and taste the artisan cheese Alimentos Miraflores, which revives the tradition of 19th-century cheese making and the cheeses of Peña Rubia; the artisan and organic beer Gabarrera; the beer from Maltacarballar; Gin Monti, with water from the Sierra de Guadarrama with low mineralisation and London Dry Gin type; or La Abeja Viajera, Tía Pili, Miel de Navacerrada and Miel Daillo honeys that accompany Ecolactis organic mare's milk, which is used to make soaps, cosmetics, food and supplements.

Las Vegas & Madrid's Alcarria

Las Vegas & Madrid's Alcarria invite you to savour a region where local cuisine is an unforgettable experience. Through gastronomic routes and wine tourism, towns such as Chinchón, Colmenar de Oreja, Morata de Tajuña, Nuevo Baztán and Villarejo de Salvanés offer a rich, authentic and nuanced pantry.



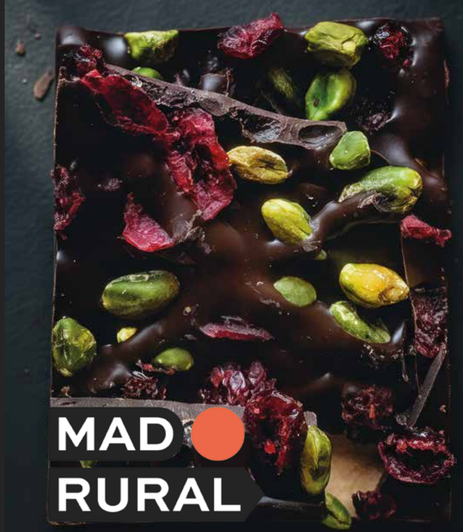


Wine is one of the highlights of the route, but it is not the only star attraction.

Oils tell the story of the fields, while routes through olive groves and oil mills allow you to discover and savour their different varieties. Artisanal cheeses, aniseed made with natural ingredients, seasonal fruits and vegetables, legumes and nuts grown with care and dedication put the finishing touch to our kilometre 0.

Each village brings its own identity to the table: olives and cheeses from Campo Real, beans and garlic soup from Chinchón, conventual sweets, traditional dishes such as pozas, veal al desarreglo or game stews.

Desserts, honeys, jams, intensely flavoured tomatoes, stews and traditional recipes make up a seductive gastronomic mosaic.



MAD RURAL

GASTRONOMY

KILÓMETRO 0

IN MADRURAL

LOCAL PRODUCTS AND TRADITIONAL FLAVOURS

Financiado por la Unión Europea NextGenerationEU
Plan de Recuperación, Transformación y Resiliencia
MAD RURAL

What is zero-kilometre gastronomy at MadRural?

It is an intimate gesture: returning to what is close, to what is authentic, to what is born slowly. It is the minimum distance between the earth and the plate, between those who cultivate and those who sit at the table. Each food has a living history, written with hands that know the land, with eyes that understand the rhythm of nature.

Kilometre 0 is commitment and care. It is supporting small producers, protecting villages and preserving knowledge that cannot be learned from books, but is born from the cradle of time. Each product is a defence of the territory, of identity and of a way of life that is expressed through flavour.





Orchard and season

At MadRural, nature decides and we listen to it. Products arrive at the table when they are ready, without haste or artifice. Eating seasonally means reconnecting with time. Winter calls for comforting dishes; summer, for vegetables bursting with freshness. Eating seasonally means reconnecting with natural cycles and remembering that food is an encounter between the earth and those who care for it.

Wines that tell stories

Each wine is a story in a bottle. We work with small winegrowers who know their vineyards inside out and produce wines that reflect the landscape, climate and memory. These are honest wines, linked to the land where they are born, the result of traditional techniques and respect for an ancestral crop.



Oils, cheeses, and artisan dairy products



Great flavours are hidden in small productions. Oils made with care, cheeses and dairy products that come from well-looked-after herds and recipes passed down through generations. Each product is a living legacy, a way of understanding crafts as an everyday art that preserves the soul of the land in every bite.

Honey and traditional pastries

Honey is pure life: each honeycomb is home to a world of biodiversity, lovingly cared for by beekeepers. Traditional pastries are sweet memories: family recipes and flavours that tell stories. They are not just desserts, they are edible tales that nourish the body and keep traditions alive.



Northern Mountains of Madrid

We invite you to slowly savour local products that speak of landscape, tradition and care. Our zero-kilometre cuisine offers an authentic experience, where the proximity between those who produce and those who enjoy the food ensures freshness, quality and a flavour deeply linked to the land.





Artisanal cheeses made from goat's and sheep's milk, wildflower honey, extra virgin olive oil from small olive groves and wines with designation of origin make up a rich and diverse pantry. These products stand out for their excellence and their role in promoting a circular economy, which benefits both the local population and those who visit the area.

The experience is rounded off with artisan breads, traditional smoked meats, craft beers and sweets that preserve traditional recipes and flavours. From honey and cheese to natural chocolate, every bite invites you to discover the Northern Mountains of Madrid through your palate.

Western Madrid Mountains

Our locally sourced cuisine comes from the land and the patient work of small producers who preserve traditions and care for the environment. Each product is an expression of the landscape: extra virgin olive oil with the Aceite de Madrid designation of origin, intense and aromatic; and the wines of San Martín de Valdeiglesias, full of character.





The guarantee mark Huerta de Villa del Prado certifies the excellence of the region's vegetables, which feature in traditional dishes such as stews and salads. Rosemary and heather honey captures the scent of the countryside, while artisan cheeses made from local goat's milk speak of centuries of expertise. In local kitchens, these ingredients are transformed into exciting recipes: stews, game dishes and traditional sweets that keep the gastronomic memory alive.

Choosing the cuisine of the Western Madrid Mountains is much more than just eating well: it means supporting those who sustain the land and letting yourself be carried away by an authentic experience, where tradition and sustainability come together to create memories that linger with every bite.