

THE XIV EDITION OF OPEN HARVEST ARRIVES TO BODEGAS LUZÓN

Once again, we are delighted to present the activities that will be part of the 2025 edition, the fourteenth, of our Open Harvest Days.

The Open Harvest events will extend this year from September 6th to November 16th, starting with the Family Harvest, so that the little ones and their parents can enjoy a first approach to the process of creating wine.

Live the experience in unique activities, where you can visit our winery and enjoy an aperitif, included in each of them.



INFORMATION AND RESERVATIONS

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The winery reserves the right to modify or cancel any of the activities for reasons of capacity or availability.

LIMITED PLACES

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OPEN HARVEST DAYS XIV

FROM SEPTEMBER 6TH
TO NOVEMBER 16TH

ACTIVITIES CALENDAR

Awarded in 2021 as the second best wine tourism activity in Spain and the best in Murcia by the specialist wine website Verema, the Open Harvest Days have become a major tourist event in Jumilla and, by extension, in the Region of Murcia.

These events, which run from September to November, are designed by wine lovers for wine lovers who want to enjoy wine tourism in a different way. Discover our calendar of activities.

Weekends from September 6th to 28th

FAMILY HARVEST

Enjoy the unique experience of the grape harvest at Bodegas Luzón with your family. Learn and experience how the harvest process works, from picking the grapes to making the wine, in complete safety.

An activity designed for the whole family, where wine and its production processes take centre stage. An activity designed for the whole family, where wine and its production processes take centre stage.

September 13th

FROM THE GRAPE TO THE GLASS

Our grapes take centre stage in this activity. During this tour, we will take a journey from the vineyard, where the tour begins, to the glass, where it ends, passing through our entire winery, discovering our processes and finishing with a tasting that is only possible during the harvest season, where we will discover the different grape varieties and their flavours.

Weekends from September 20th to 28th

FROM GRAPE MUST TO WINE

We invite you to enjoy a unique experience that will allow you to taste wine in all its stages, discovering its transformation step by step.

On this guided tour, you will explore the winery like a true oenologist, learning to identify the aromas, flavours and textures that emerge at each stage of the process.

Weekends from October 4th to 12th

WINEMAKER FOR A DAY

Have you ever thought, after drinking a wine, that it lacked or had too much wood, that you would add some fruit, or that a little of another variety would improve the final result?

This activity allows you to play with the blends and varieties from our winery to create a wine to your liking, in which you will participate from the choice of varieties and woods to the creation of the label.

October 18th and 19th

JUMILLA VS RIOJA DUEL TASTING

Can you imagine taking a tour of two Spanish designations of origin, tasting unique wines that reflect the distinctive characteristics of their territory, history and tradition?

With the JUMILLA & RIOJA tasting, you will enjoy an exclusive experience, savouring iconic wines from Bodegas Luzón in Jumilla and Bodegas Corral in Rioja.

October 25th

WINE & PAINTING WORKSHOP

We invite you to enjoy a unique experience where art and wine come together in a relaxed, fun and inspiring atmosphere. You don't need to be an artist, just want to have fun, let yourself be carried away by the colours... and the wine!

At the end of the activity, you will receive a bottle of wine as a gift, with your illustration on the label.

October 26th

SENSORY TASTING: THE SENSES OF WINE

An immersive journey through emotion, memories and wine... Embark on a unique experience where wine is felt, heard, smelled, tasted and lived. The Senses of Wine is not just a tasting, it is an immersive journey through the five senses. Discover hidden aromas, unexpected flavours and textures that awaken emotions.

November 1st

WINE & IBERIAN HAM PAIRING TASTING

Immerse yourself in a unique sensory experience where the intense flavours of Iberian cured meats combine with the elegance of our wines. Guided by a pairing expert, participants will learn to identify the nuances of each product and how they enhance each other.

November 2nd

CHEESE & WINE PAIRING TASTING

A tasting where each glass finds its perfect match.

Discover how the nuances of our wines intertwine with the personality of each cheese in a guided tasting led by sommelier Guillermina Sanchez that will awaken your senses.

November 8th and 9th

EUROPEAN DAY OF WINE TOURISM

Celebrate a very special day with us: Wine Tourism Day, an opportunity to discover, experience and toast everything that the world of wine represents.

Visitors will also enjoy a 20% discount on all wines in the shop.

November 15th and 16th

STORIES FROM THE NEW VINTAGE

A preview tasting in the heart of the harvest.

Each harvest writes a new story. In this unique experience, we invite you to be the protagonist of the first chapter: an exclusive tasting of the young wines freshly made from the 2025 harvest.