

# Vermouth Party at Rocklette by La Vermutería

Vermouth and cheese anyone? Join [La Vermutería on March 12 at Rocklette](#) to sip on Vermú Petroni and eat artisan grilled cheese sandwiches at [Rocklette](#), a stall inside [Mercado de Vallehermoso](#). The event is sure to be tasty!

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## 'The Hovse' pop-up market revives a vacant three-story mansion in Chamberí with 80 designers and vermouth

Madrid's pop-up culture can overwhelm a normal bar goer like myself. Every weekend there's a pop-up market, a pop-up restaurant or a pop-up this or that. If you can't go to all of them, go to this one – **The Hovse** has eighty designers and food stalls taking over a beautiful three-story mansion on Calle General Arrando, 40, from 12pm-9pm every day until December 24th. Do not miss it.



There's something whimsical about this old house that makes it the perfect place to create a [Christmas time pop-up market](#). I found it wonderfully entertaining to walk up each flight of stairs to discover what was in store, all the while wondering what the house might have looked like when it was once occupied by tenants. Now, on the first and second floor you'll find stands selling clothing, jewellery, furniture, Christmas decorations and other nicknacks. But my favorite part is by far the third floor (where you'll find the drinks) and of course, the rooftop!





The ones responsible for all this are called [Better](#), a young Madrid-based agency that throws pop-up events to promote

different brands and venues. They're currently holding another event called [The Table By](#) at Hotel Urso, where 6 leading restaurants from across Spain are invited to Madrid for one month at a time. As you can see, Better's approach to marketing and event planning is to take over unexpected spaces and give them a new light.

And that's exactly what they've done with **The Hovse**.









After browsing, climb up to the third floor. Get yourself a glass of vermouth, wine or limonada, or a cup of coffee. Then grab a seat on the couch or pop up to the roof.

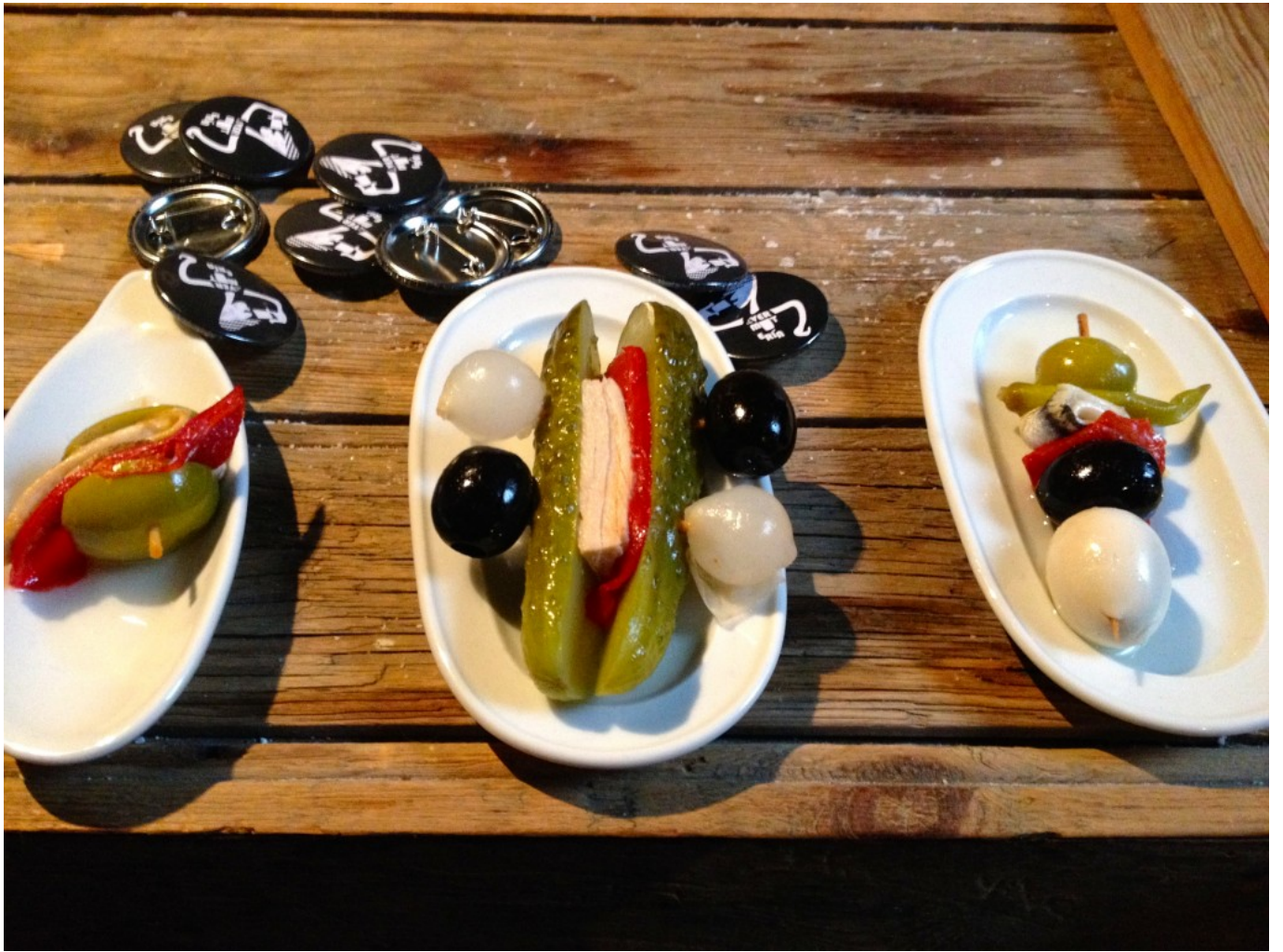




One of the main providers of drinks at The Hovse is [La Vermutería](#), a pop-up bar that travels around the city like a nomad, taking over different venues and throwing vermouth-inspired events where DJs, good ambience and up and coming vermouth brands are all at play. At The Hovse, you can get a glass of ridiculously good vermouth for 2€ and choose from a selection of tapas. Other food stalls such as [Ma Petite Creperie](#) and [El Huerto de Lucas](#) are also serving up sweet and savoury treats.







Where do you sit back and relax? In the living room... of course.



Or on the rooftop terrace!





## **Info:**

The Hovse by [Better](#)

Address: Calle General Arrando 40

Metro: Alonso Martínez, Rubén Darío, Iglesia

When: 12pm-9pm until December 24th

**Check out our [events calendar](#) to find out about other pop-up markets in Madrid**

You may also like our post on “[Best Christmas Markets in Madrid 2014](#)”

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## La Vermutería to host Sunday vermouth aperitivo at Muy Placer en Conserva

What are you doing on Sunday? Because [La Vermutería Pop Up](#) is hosting a vermouth party at bar [Muy Placer en Conserva](#) in Malsaña at 1pm. Free entrance! Expect lots of people, great music spun by [Orlando Djs](#), vermouth from [Bodegas Valdovinos](#) (2€) and **tasty tapas** (1-4€).

### What's La Vermutería?

[La Vermutería Pop Up](#) is a travelling vermouth bar founded by two foodies – Paula Móvil & Roberto Castán – and created in collaboration with the online food magazine, [Plateselector.com](#). The idea is to take over different Madrid venues to throw **aperitivos**, mini-cocktail parties where the star drink is the one and only: **Vermouth**.

Each party features a different brand of vermouth, usually not (yet) well known amongst Madrileños. For parents who don't want to miss out on the party, there will be **child-friendly play areas**, places to park strollers (as long as the venue allows it), games and *butanos* (a famous orange drink from León).



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# Sunday vermouth & aperitivos in Malasaña, hosted by La Vermutería

What are you doing on Sunday? Because you should go to this vermouth-inspired **aperitivo** which is being held at bar [Amor de Madre](#) in Malasaña from **1pm-5pm** and hosted by [La Vermutería](#). At this event, along with your glass of [vermut Zecchini](#) (2€), you'll also be served **tasty tapas** (1-4€) and entertained by a **live DJ**. The little ones are also welcome!

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# Autoplacer, free underground music festival in a museum in Mostoles

[Autoplacer](#) is a 12-hour underground music festival that will take place on Saturday, Oct. 25th, in **CA2M (Centro de Arte Dos de Mayo)**, a contemporary arts center located in Mostoles. The festival prides itself on showcasing the newest and edgiest trends in music and a do-it-yourself attitude. At this 5th edition of [Autoplacer](#), expect a great line-up of concerts from bands such as Violeta Vil, Los Caramelos, Espanto and Ama Ia.

You'll also find [Zecchini](#) vermouth being served by [La Vermutería](#), a very cool "pop-up" vermouth bar that travels around Madrid, setting up vermouth parties that are not only fun but child-friendly, too. There will also be live DJ sets.

On Monday and Tuesday, the festival will continue to Medialab Pro and [EL Matadero](#). Find out more [here](#).