

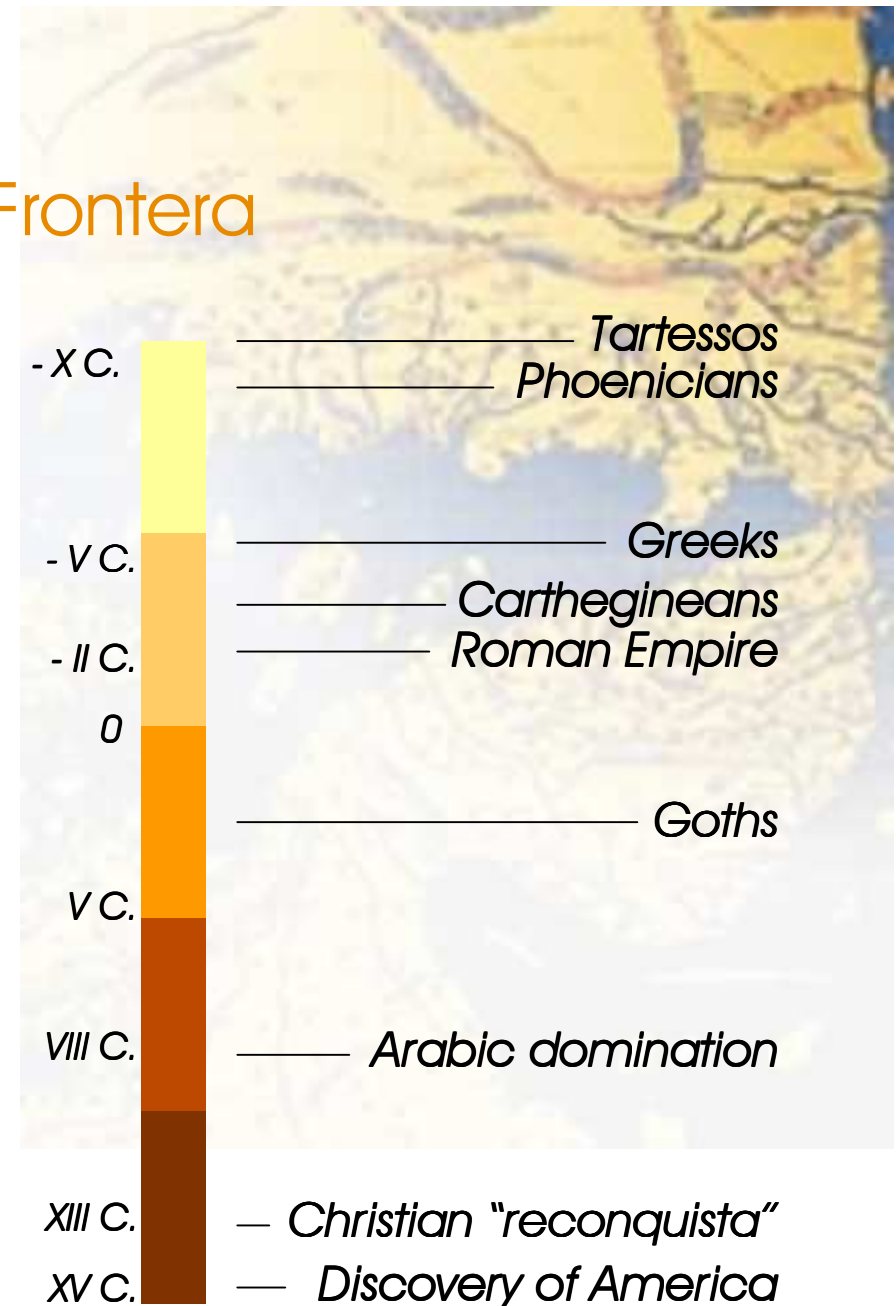
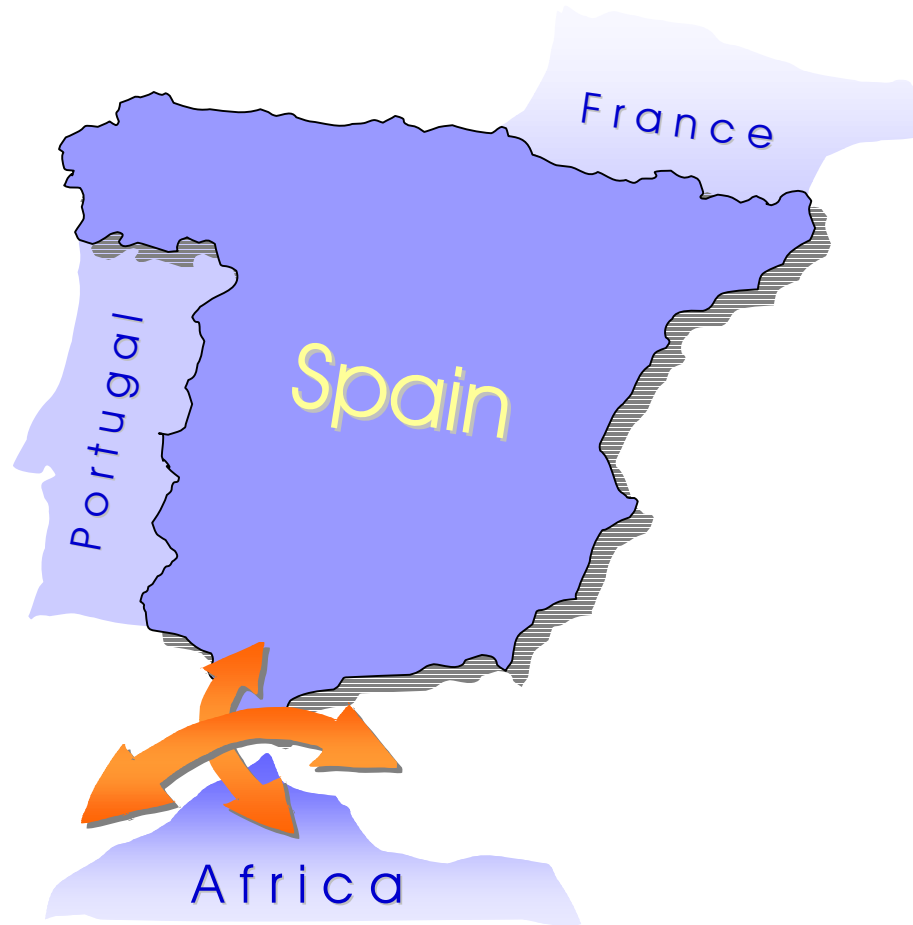


3,000 years of history



3,000 years of history

## From Xera to Xeres de la Frontera





3,000 years of history

## Ancient times



- The mythical land of Tartessos.
- The Phoenicians introduced the cultivation of vines in the region (Cádiz 1.000 B.C. + Xera 700 B.C.).
- Wine-related activity continued by all cultures ever since: Greeks, Carthaginians and Romans.





3,000 years of history

## The “*Vinum Ceretensis*”

- Columella, the first great Agricultural Engineer (“*De Re Rustica*”), had a farm in *Ceret* (Roman for Jerez).
- Wine has been exported from Jerez since ancient times.
- Great popularity of the *Vinum Ceretensis* in Rome.







3,000 years of history

# The land of “sherish”



- Year 711 – Battle of Guadalete.
- More than 500 years of Islamic culture (800 years in other parts of Spain).
- A flourishing period in Spain´s history.



- Sherish, the Jerez of the moorish.

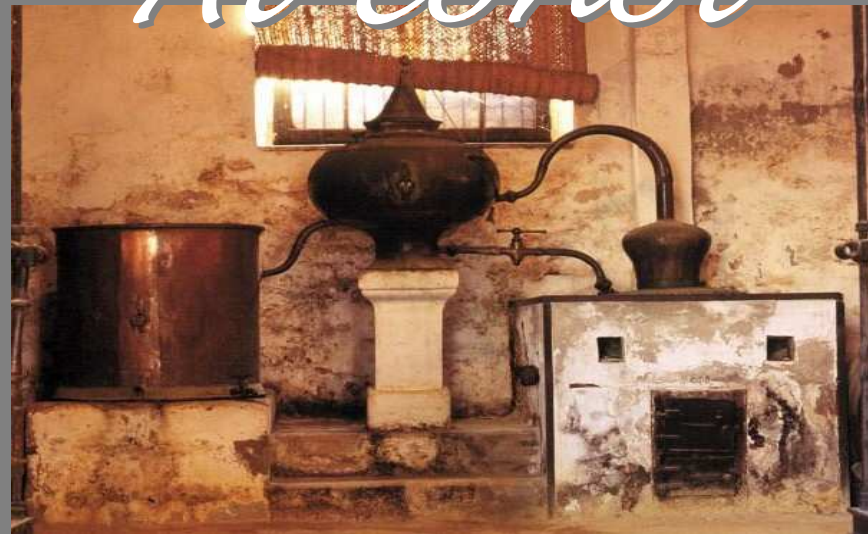


3,000 years of history

# The land of “*sherish*”

- Cultivation of vineyards continued, for:
  - production of raisins
  - medicinal use of wine
  - obtaining alcohol.
- Wine consumption allowed in elite circles.

## *Al-cohol*

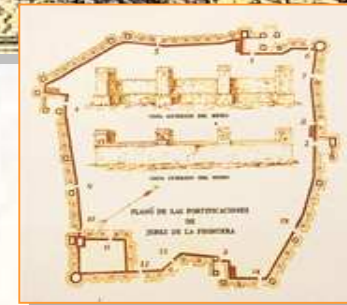






3,000 years of history

XIII<sup>th</sup> and XIV<sup>th</sup> C. – difficult times



- 1264 – the “reconquista”. The town was reconquered by King Alfonso the X<sup>th</sup> (“the Wise”), a grower himself.
- Xeres de la Frontera – for decades the border between two worlds.



3,000 years of history

Same town, different names



VI C. (B.C.)

II C. (B.C.)

VIII C.

XIII C.

XVI C.

today



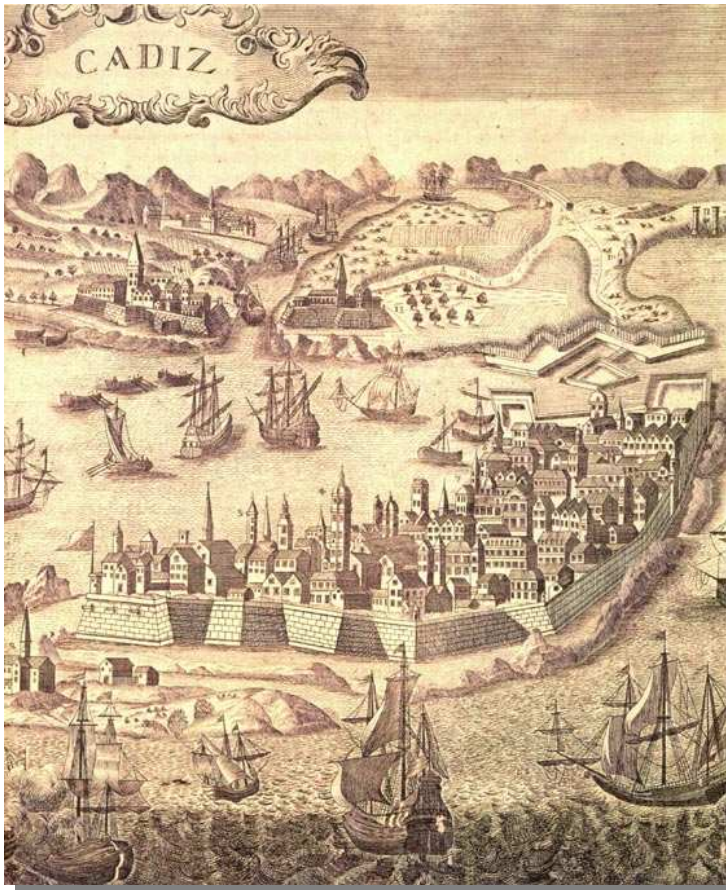
Sherry = Jerez





3,000 years of history

XV<sup>th</sup> to XVII<sup>th</sup> C. – expansion abroad



- Wine: an essential part of a ship's cargo.
- The wines from Jerez went along on some of the epic expeditions of the time.
- America – trade monopoly of the "Casa de Contratación".



3,000 years of history

XV<sup>th</sup> to XVII<sup>th</sup> C. – trade with Northern Europe



- The profitable business of the “holandas”.
- Increasing popularity of the “Sherry Sack” in England.
- 1587: Francis Drake attacked Cádiz.

*“If I had a thousand sons  
the first human principle that I would teach them  
would be to foreswear all thin potations  
and addict themselves to Sherry Sack.”*

Henry IV, part II

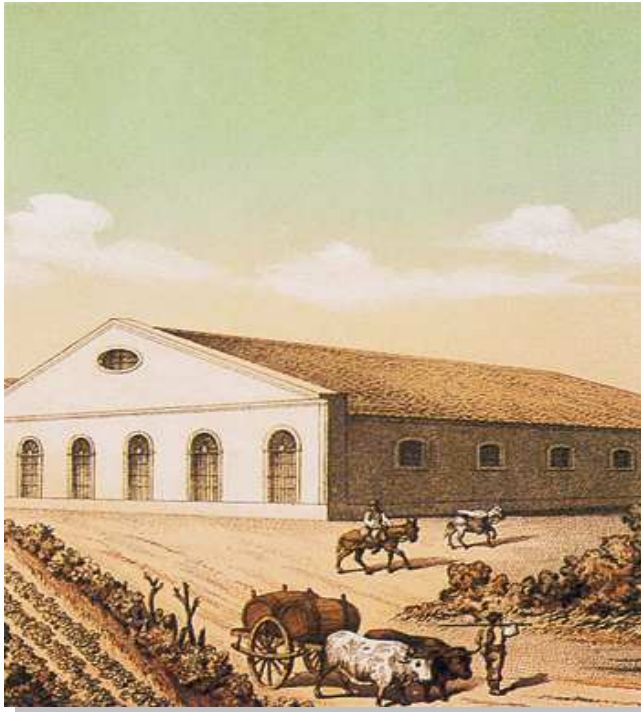






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The wines from Jerez in the XVIII<sup>th</sup> C.



The “Vintners Guild”

Tough constraints on trade development,  
as ageing was prohibited

young wines,  
heavily fortified

Use of other grape varieties (including reds)

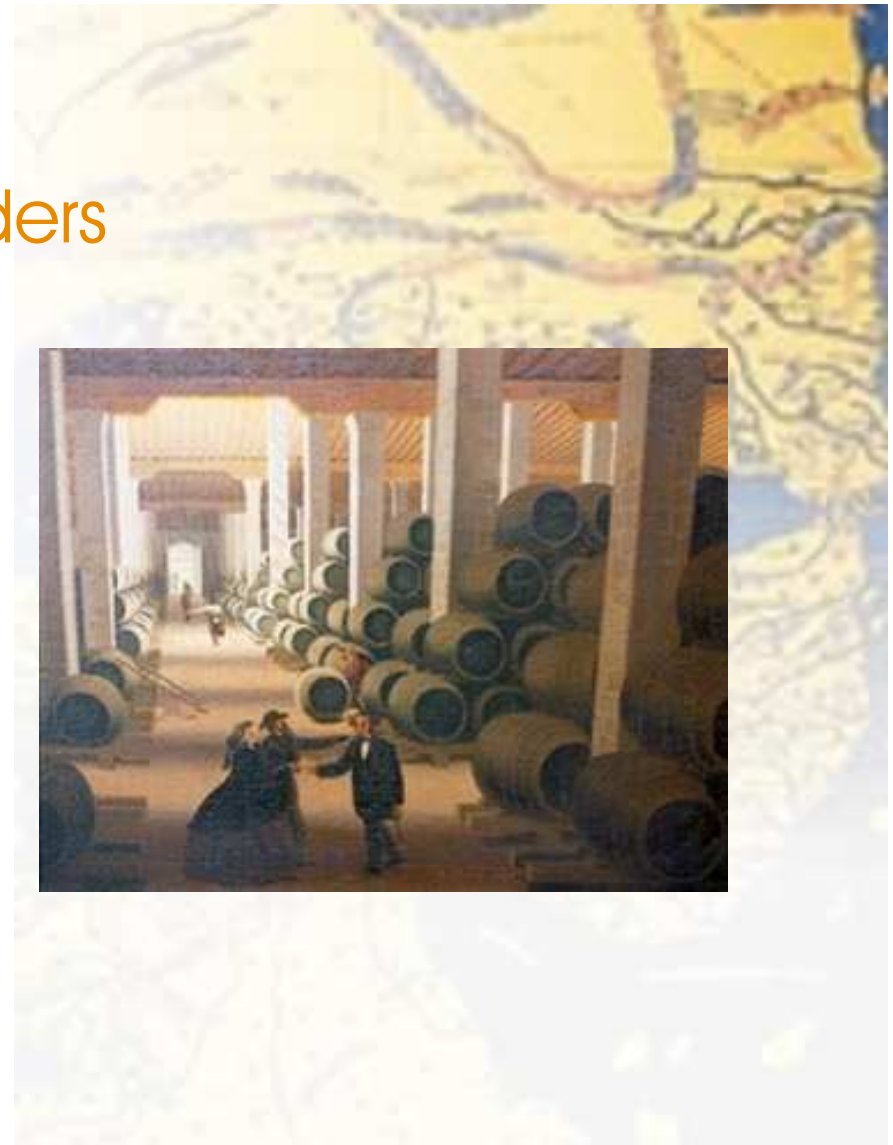




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## The key role of foreign traders

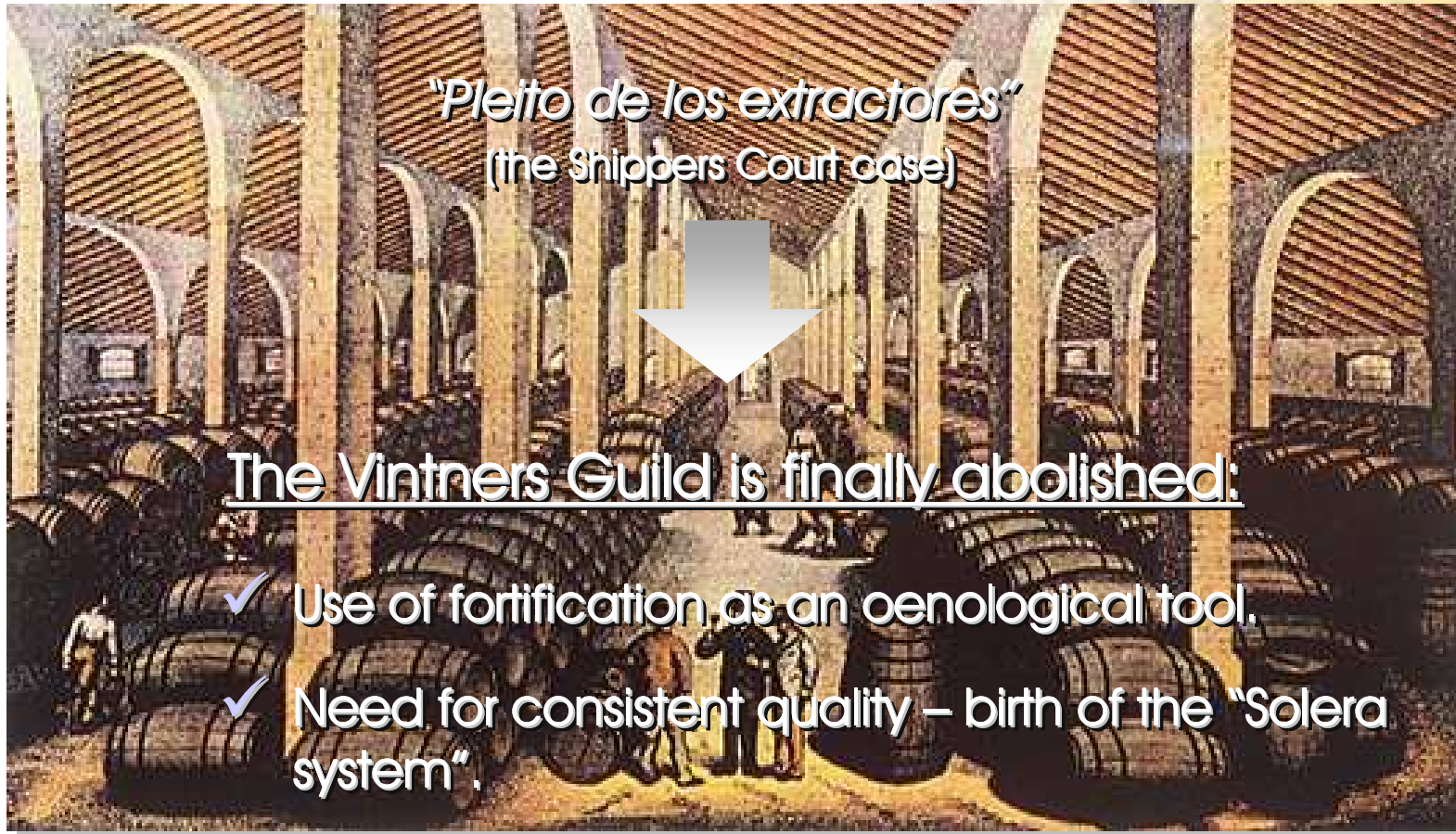
- Numerous traders (mainly British) established themselves in the region.
- Association with local shippers and growers.
- Increasing pressure to liberalise the trade.





3,000 years of history

Early XIX<sup>th</sup> C. – Sherry as we know it



*"Pleito de los extractores"*  
(the Shippers Court case)

The Vintners Guild is finally abolished:

- ✓ Use of fortification as an oenological tool.
- ✓ Need for consistent quality – birth of the "Solera system".



3,000 years of history

## The turn of the century

- Phylloxera started affecting Jerez vineyards by 1894.
- Jerez and the Sherry industry recovered very quickly → selection of today's grape varieties.







3,000 years of history

## The Denomination of Origin: a new concept

- The first decades of the XX<sup>th</sup> C. brought sustained growth, despite increasing unfair competition by other wine-producing countries.
- The development of international legislation on trademarks included the concept of D.O. or “geographical indications”.
- Participation of Sherry “bodegueros” in key episodes →
- 1883: Paris Agreement for the Protection of Industrial Property - including the Denominations of Origin.





3,000 years of history

## 1933 - creation of the Denomination of Origin



- The Spanish National Law on Wine of 1933 (*Estatuto del Vino*) established the first Denominations of Origin.
- Jerez, the very first *Consejo Regulador* to be legally constituted (January 1935) and the first official D.O. in Spain.



3,000 years of history

## History – the key ideas

- ☑ Sherry wines' identity shaped by history.
- ☑ Ancient wine industry, never interrupted.
- ☑ A wine made to travel (an exported good).
- ☑ Sherry = Jerez.



*If you want to learn more... read this:*

- 📖 "El Jerez, Hacedor de Cultura" (Volumes I and II), by Carmen Borrego Pla (Spanish)
- 📖 "Sherry, the Noble Wine", by Manuel M<sup>a</sup> González Gordon
- 📖 "The Sherry Royalty", by William Fifield