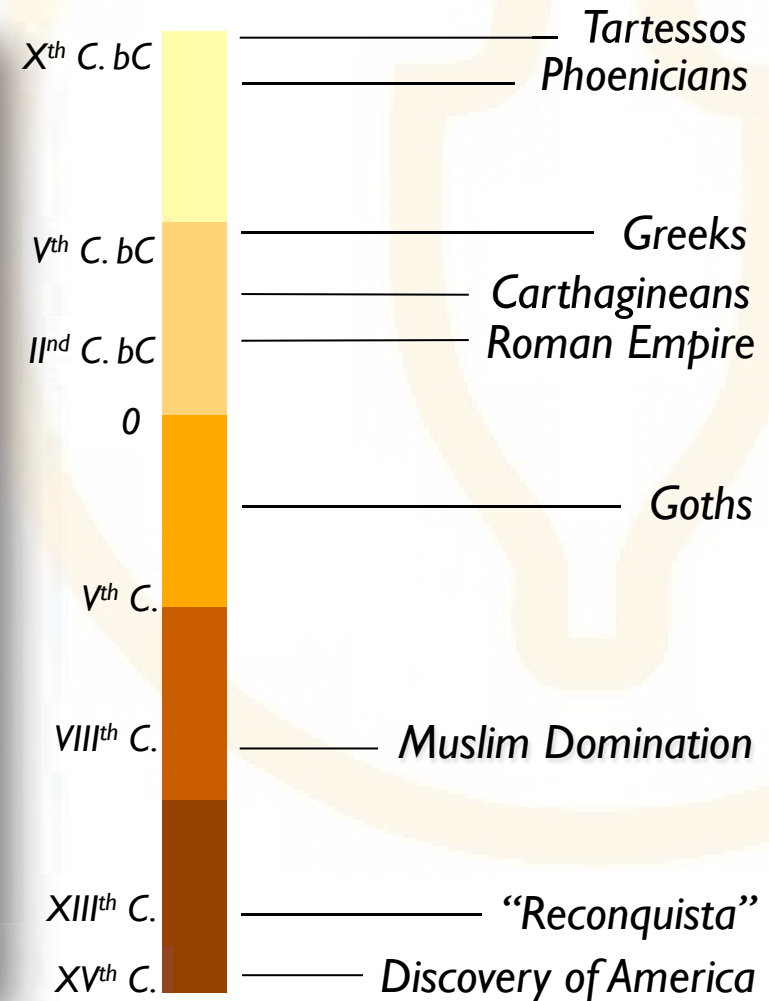




3,000 years of history



A strategic place in History





Ancient times. Tartessos

Lower Andalusia. The mythical land of Tartessos and Atlantis





The arrival of vine. Phoenicians



- 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...





Wine in the Roman Empire

- Columela, the first great Agricultural Engineer (“De Re Rustica”) had a farm in *Ceret* (Roman for Jerez).
- Great popularity of the *Vinum Ceretiense* in Rome.





The travelling wine

- Wine has been exported from Jerez since ancient times.
- Different methods have been used in order to achieve wine stability.





The land of *sherish*



- Year 711 – Battle of Guadalete.
- Over 500 years of Islamic culture (800 years in other parts of Spain).
- A flourishing period in our history.



- Sherish, the Jerez of the moorish.





The land of *sherish*

- Cultivation of wine continued, for:
 - production of raisin.
 - medicinal uses of wine.
 - production of alcohol (distillation).
- Wine consumption often allowed in elite circles.





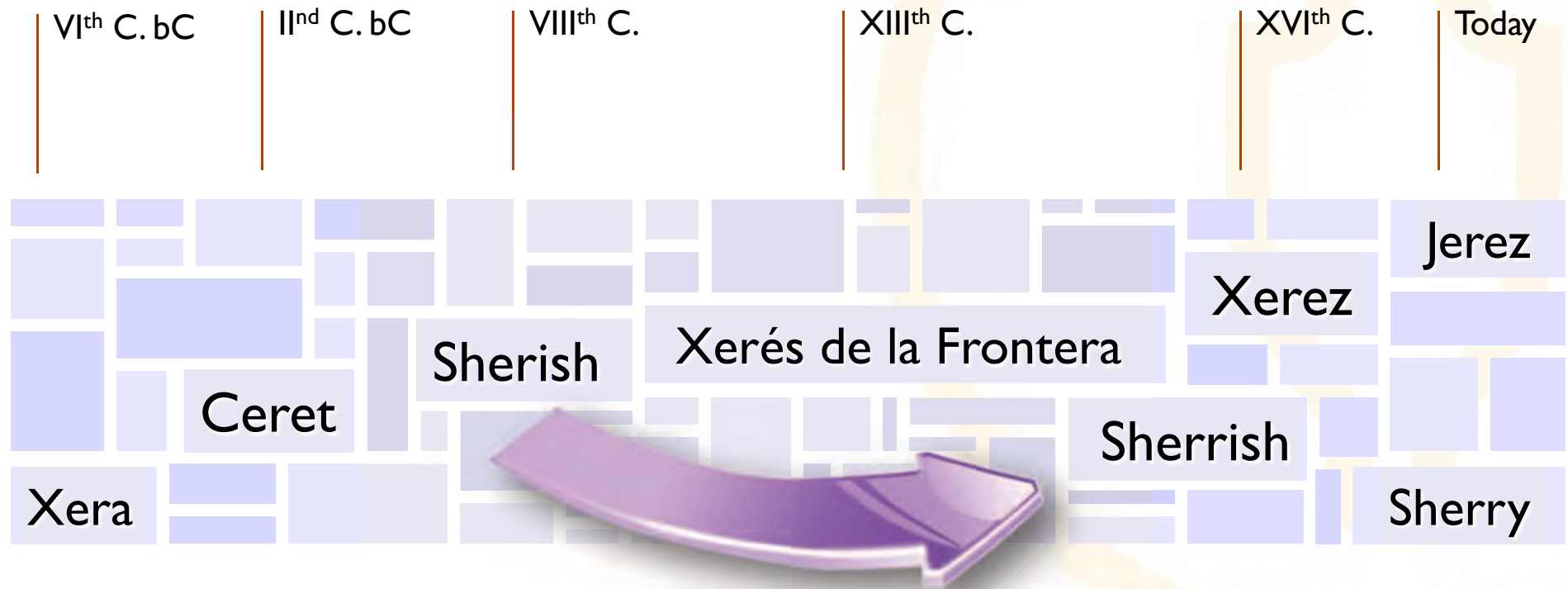
XIIIthC. and XIVthC. Difficult times



- 1264 – the *reconquista*. The town was reconquered by King Alfonso the Xth (known as “the wise”), also a vinegrower.
- Xerés de la Frontera – for decades, the border between two worlds.



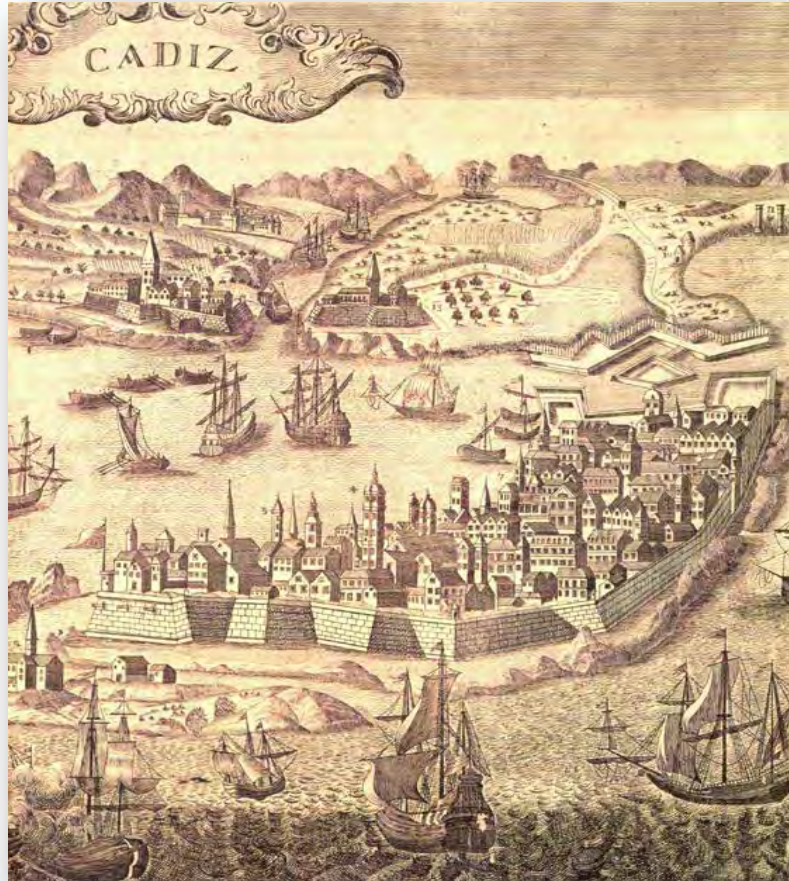
Same place, different names



Sherry = Jerez



XVthC. to XVIIthC. Expansion abroad



- Wine, an essential part of every ship's cargo.
- The wines of Jerez went along some of the epic expeditions of those times.
- Influence of the Royal trade monopoly with the Americas (*Casa de Contratación*).



XVthC. to XVIIthC. The Northern routes



- The profitable business of the *holandas* (grape spirits).
- Increasing popularity of the *Sherry Sack* in England.
- 1587: Francis Drake's sacked the town of 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."*

Enrique IV, part II





Wine in the XVIIIthC. The “Gremio”



The restrictive rules of the ***Gremio de Vinateros*** (Vintners [producers] Guild) prohibited the ageing of wines

exportation of young wines,
heavily fortified

Use of multiple grape varieties (whites and reds)



The influence of the “extractores”

- Progressive establishment in Jerez of foreign traders:
 - French: Haurie, Pemartin, Lacoste, Lustau, Lacave, Delage.
 - English: Harveys, Sandeman.
 - Irish: Murphy, O’Neale, Garvey.
 - Scottish: Gordon.

As well as nationals returning from the Americas: Rivero, Palomino y Vergara, Misa, Hidalgo, Valdespino...



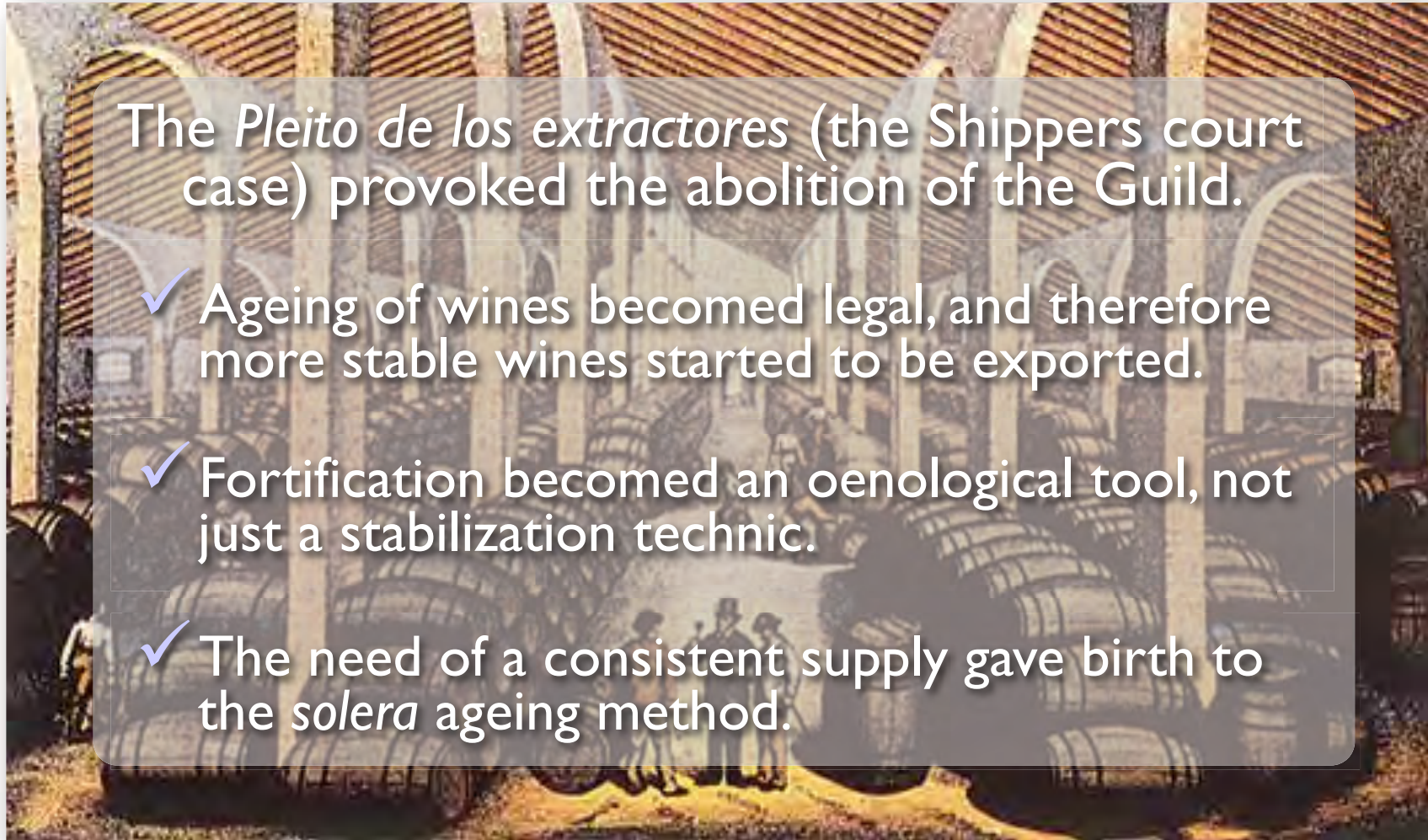
- Frequent trade associations between producers and local shippers (*extractores*) and increasing pressure on the Guild to liberalize the trade.



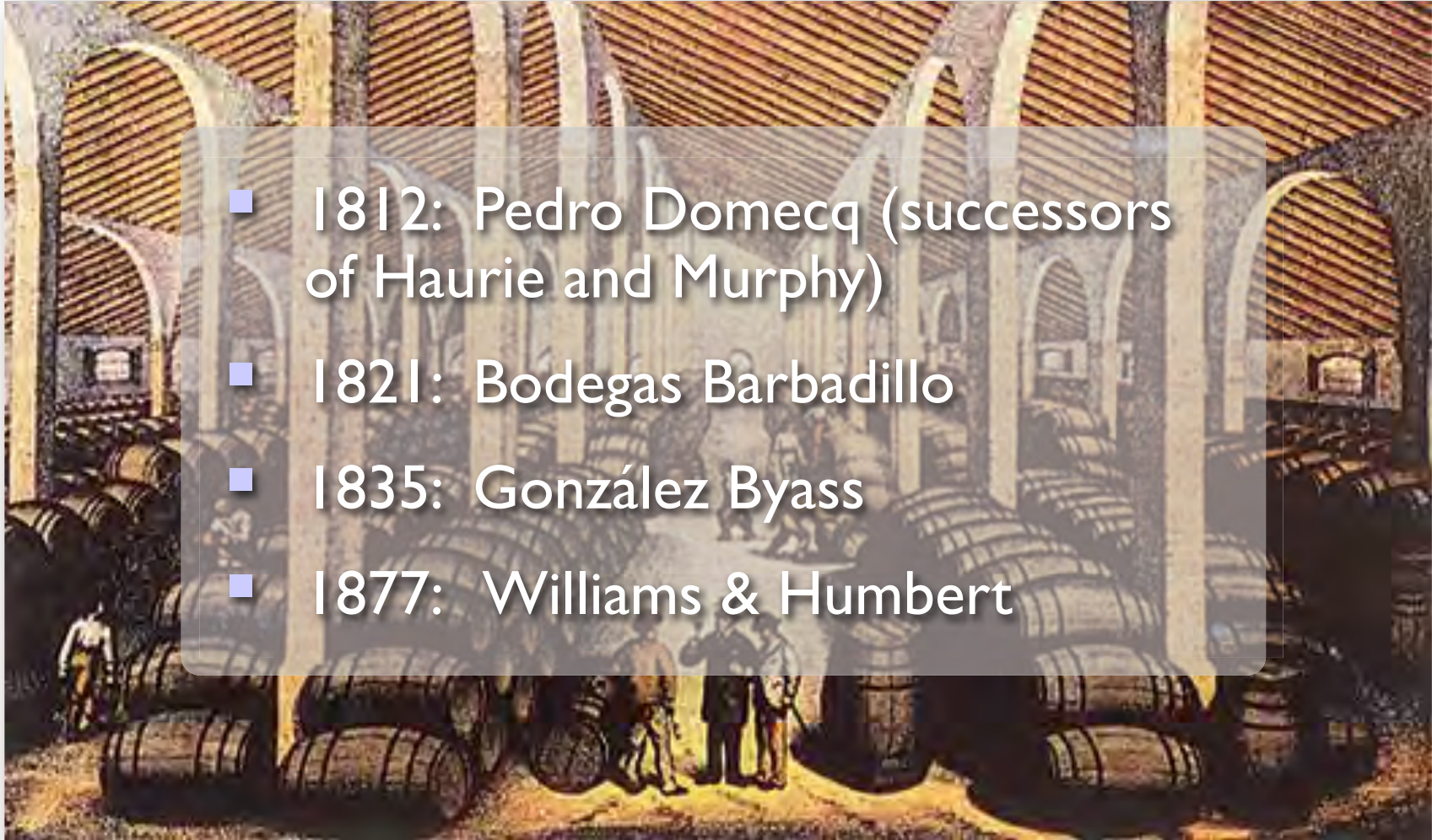
Early XIXthC. Sherry as we know it

The *Pleito de los extractores* (the Shippers court case) provoked the abolition of the Guild.

- ✓ Ageing of wines became legal, and therefore more stable wines started to be exported.
- ✓ Fortification became an oenological tool, not just a stabilization technic.
- ✓ The need of a consistent supply gave birth to the *solera* ageing method.



Fundation of some of the big Sherry houses

- 
- 1812: Pedro Domecq (successors of Haurie and Murphy)
 - 1821: Bodegas Barbadillo
 - 1835: González Byass
 - 1877: Williams & Humbert

The arrival of the XXth C.

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





The seek for the protection of origin

- The first decades of the XXthC. 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 international forums.
1883: Paris Agreement for the Protection of Industrial Property (including the Denominations of Origin).



The creation of Denominations of Origin



- The Spanish National Law on Wine of 1933 (*Estatuto del Vino*) established the first Denominations of Origin.
- Jerez, the very first DO to be legally constituted in Spain (regulations published in January 1935).
- Together with the DO's, the new Law created the official managing body: the *Consejo Regulador*.



History. Some key ideas

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

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

- 📖 “El Jerez, Hacedor de Cultura” (Volumes I, II & III), by Carmen Borrego Pla (Spanish).
- 📖 “Jerez, Xérès, Sherish”, by Manuel M^a González Gordon
- 📖 “The Sherry Royalty”, by William Fifield