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May Your Holidays Be Sherry and Bright

Impress your guests with sophisticated wine at half the price

Washington, DC -- This holiday season, instead of reaching for your “go-to” bottle of wine, the Sherry Council of America invites you to explore the Spanish aisle of your local wine store to discover a true gem – Sherry from Jerez, Spain. Whether you are entertaining family with a lavish meal or stuck on gift ideas for friends, Sherry offers quality without breaking the bank.

“This year, the trend in holiday gift giving is affordable, quality items and Sherry fits squarely into that category,” says Marc Destito, director of the Sherry Council of America. “These wines boast centuries of classic winemaking techniques and most bottles can be purchased for under \$20 – an extraordinary value that is nearly impossible to find with other wines of this caliber.”

With Sherry, the price is right and its versatility makes the wine unique. Sherry wines range from bone dry to decadently sweet, which makes it the perfect wine for every course of any holiday meal or the ideal wine as a gift for even the pickiest of palates:

- **Fino** – one of driest and lightest styles of Sherry; mix with sparkling wine and orange juice to create a holiday cocktail
- **Manzanilla** – another dry, light style of Sherry; compliments holiday potatoes pancakes
- **Amontillado** – an amber-colored, drier style of Sherry; will serve a perfect companion to your holiday ham
- **Oloroso** – an amber to mahogany-colored Sherry that is initially dry; will pair perfectly with your holiday rack-of lamb or roast
- **Palo Cortado** – a rare Sherry style that is also initially dry; will compliment your holiday duck
- **Cream** – a mahogany-colored, sweet Sherry style; will serve to liven- up your traditional eggnog

- **Moscatel** – a mahogany-colored, soft and sweet wine; to be served with your holiday fruitcake
- **Pedro Ximénez** – the sweetest and darkest of the Sherry styles; pairs well with apple pie alamode or even poured on top

What makes Sherry a great value is not just its affordable price and unique versatility, but also the region's deep-rooted past, geographic location and strict production regulations of creating such a highly-regarded wine. "When it comes to Sherry, you are drinking the history of a region," says world-renowned chef José Andrés of Jaleo and Minibar in Washington, DC. and the brand new Bazaar by José Andrés in the SLS Hotel in Los Angeles. "The land of Sherry is the land of tapas. The diversity in Sherry, from dry Finos and fruity Manzanillas to the nutty Olorosos and sweet Pedro Ximénez (PX), gives you flavors to pair with all varieties of tapas."

When you find yourself deciding which Sherry to buy, please remember that only true Sherry can come from Jerez, Spain. For more information about Sherry wines or Sherry recipes for your holiday table, please visit www.enjoyserry.com.

Sherry Council of America is the official U.S. representative of the Federación de Bodegas del Marco de Jerez (Fedejerez), the trade organization for all Sherry producers of the Jerez region of Spain. Based in Washington, D.C., the Council works to expand knowledge of the unique geographic characteristics, rich cultural traditions, and generations of winemaking expertise that are central to creating the distinctive range of flavors found in Sherry wines. The Council also works to raise awareness among U.S. policymakers, consumers, and other audiences about the importance of protecting the Sherry name.

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