



**For Immediate Release**  
July 8, 2009

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**Sherry Exports to the U.S. Increase 50%**  
*Consumers Attracted to Versatility, Affordability of Wines*

More Americans than ever are discovering the versatility and affordability of the fortified wines that can only come from Jerez, Spain: Sherry. While exports of many international wines are down in 2009, Sherry has seen a 50.1% increase in exports to the United States between January and March compared to the same period last year.

Sherry shipments from Spain to the U.S. jumped from just under 320,000 liters in Q1 2008 to nearly 480,000 liters in Q1 2009. The Sherry Council of America attributes the increase to greater consumer awareness, the increased presence of Sherry wines and cocktails in on-premise establishments, and the wine's excellent price point in the weak economy.

“Over the past year, we’ve focused our efforts on opening the eyes-- and palettes-- of consumers through media outreach and, more notably, with the innovative and exciting Secret Sherry Society campaign,” said Marc Destito, director of the Sherry Council of America. “The ‘not-so-secret’ Society initiates members through online social networking tools, fun tasting events for the culturally curious wine drinker, direct outreach to retailers and restaurateurs, and high visibility promotions at food and wine festivals around the country.”

The shipment data show that old favorites, like Cream Sherry, are holding strong in the U.S. market, but other drier styles are beginning to break through. Amontillado, for example, saw a drastic increase in exports at the beginning of this year.

Amontillado, which is dry and robust with nutty notes will-- like a number of other Sherries-- shatter the stereotypes held by many Americans that Sherry is strictly a dessert or cooking wine. This style pairs beautifully with chicken, cured cheeses, smoked fish, soups and consommés, and poached eggs with hollandaise sauce, among other foods.

There is no doubt that all Sherry styles are finding their way onto wine lists of top-tier restaurants across the country and also into the personal wine cabinets of everyday consumers. Destito thinks the trends and statistics indicate more than just a movement towards the wines, “From Fino to Oloroso, Manzanilla to Pedro Ximénez, I think we can

safely say that Sherry wines, steeped in their 3500 years of winemaking tradition, are experiencing an American comeback,” he concluded.

To learn more about Sherry exports to the U.S., the wines of Jerez or the Sherry Council of America’s newest campaign—The Secret Sherry Society—please visit [www.sherrycouncil.com](http://www.sherrycouncil.com) or contact Shannon Maurer at [smaurer@clsdc.com](mailto:smaurer@clsdc.com) or 202-777-3530.

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*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. For more information visit, [www.sherrycouncil.org](http://www.sherrycouncil.org)*