



The Denominations of Origin

Historical background

- Recognition of specific characteristics of the region's wines since ancient times: soil, climate and cultural practices.
- Historical influence of the industry's inter-professional organisations:
 - 1483 "Gremio de la Pasa y la Vendimia"
 - XVIIth C. "Gremio de Vinateros"
 - 1924 "Jerez" collective trademark for wines



1935. The DO is born

- The oldest DO in Spain and one of the oldest in Europe – established with the first Spanish National Law on Wine (1933).
- 1935: publication of the “Reglamento”, integrating rules and control systems - from the planting of a vineyard to the commercialization of the wines.
- Denomination of Origin: a legal concept created in order to protect both the producers and the consumers.



La land of origin



- The **Zona de Crianza**:
 - Jerez de la Frontera
 - El Puerto de Santa María
 - Sanlúcar de Barrameda
- Other towns in the **Zona de Producción**: Trebujena and Lebrija (north), Chipiona y Rota (coast), and Chiclana and Puerto Real (south).
- Total production area has changed over the years.

Today, approx. **7,000 hectares**

Three different Denominations...

...with one single origin.

- JEREZ-XÉRÈS-SHERRY



- MANZANILLA-SANLÚCAR DE BARRAMEDA

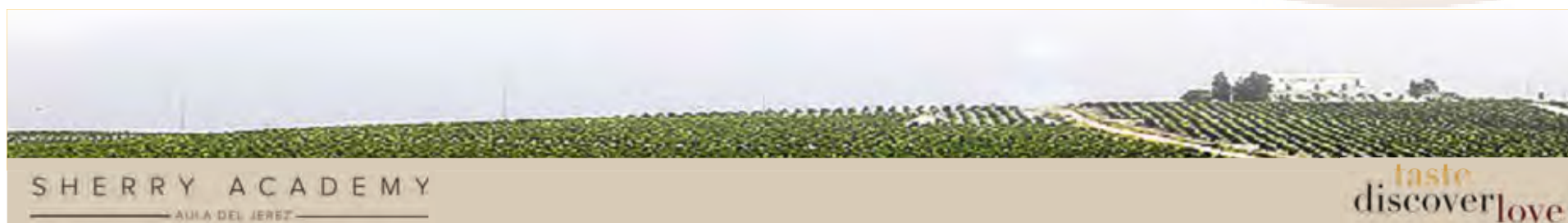


- VINAGRE DE JEREZ

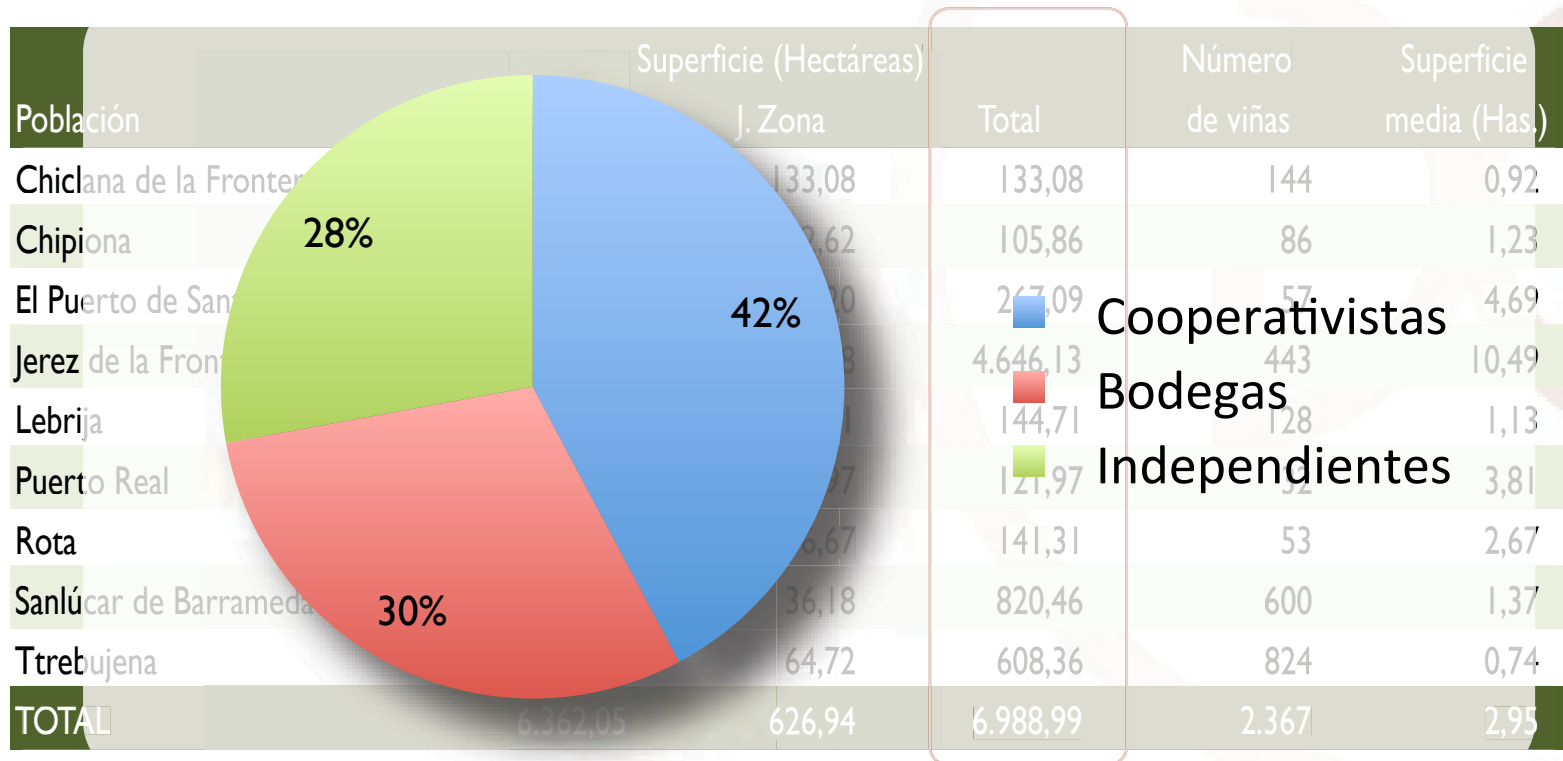


Vinegrowers

Población	Superficie (Hectáreas)		Total	Número de viñas	Superficie media (Has.)
	J. Superior	J. Zona			
Chiclana de la Frontera	0,00	133,08	133,08	144	0,92
Chipiona	33,24	72,62	105,86	86	1,23
El Puerto de Santa María	260,90	6,20	267,09	57	4,69
Jerez de la Frontera	4.645,35	0,78	4.646,13	443	10,49
Lebrija	0,00	144,71	144,71	128	1,13
Puerto Real	0,00	121,97	121,97	32	3,81
Rota	94,65	46,67	141,31	53	2,67
Sanlúcar de Barrameda	784,28	36,18	820,46	600	1,37
Trebuja	543,64	64,72	608,36	824	0,74
TOTAL	6.362,05	626,94	6.988,99	2.367	2,95



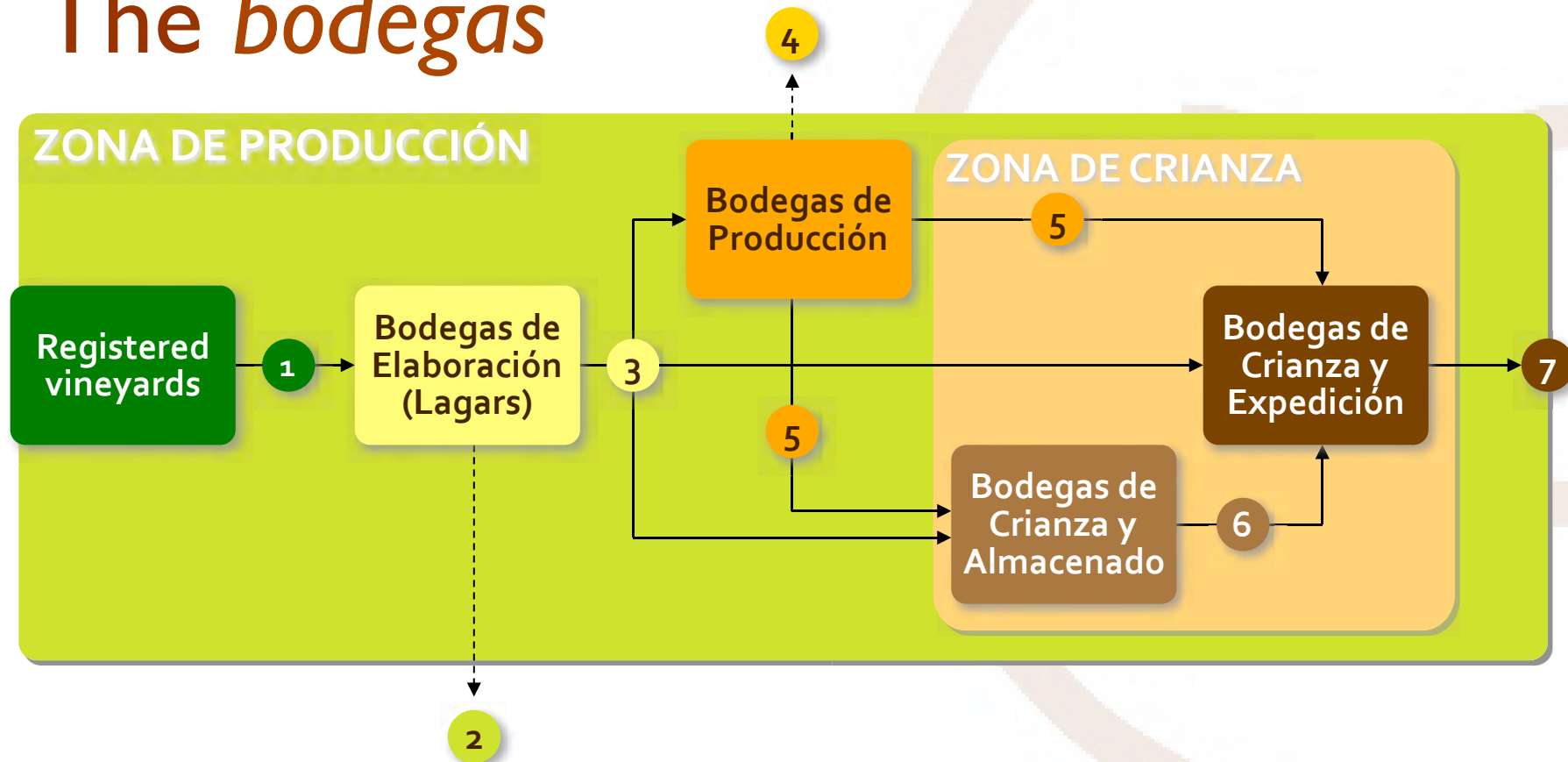
Vinegrowers



Cooperativistas
Bodegas
Independientes



The *bodegas*



Types of registered bodegas

11

Bodegas de Producción

- located outside of the “Zona de Crianza”
- produce wines to be sold without the DO appellation
- can supply wines to be aged in the “Zona de Crianza”

15

Bodegas de Crianza y Almacenado (Almacenistas)

- located within the “Zona de Crianza”
- age wines with the DO appellation
- sell their wines to the “Bodegas de Crianza y Expedición”

51

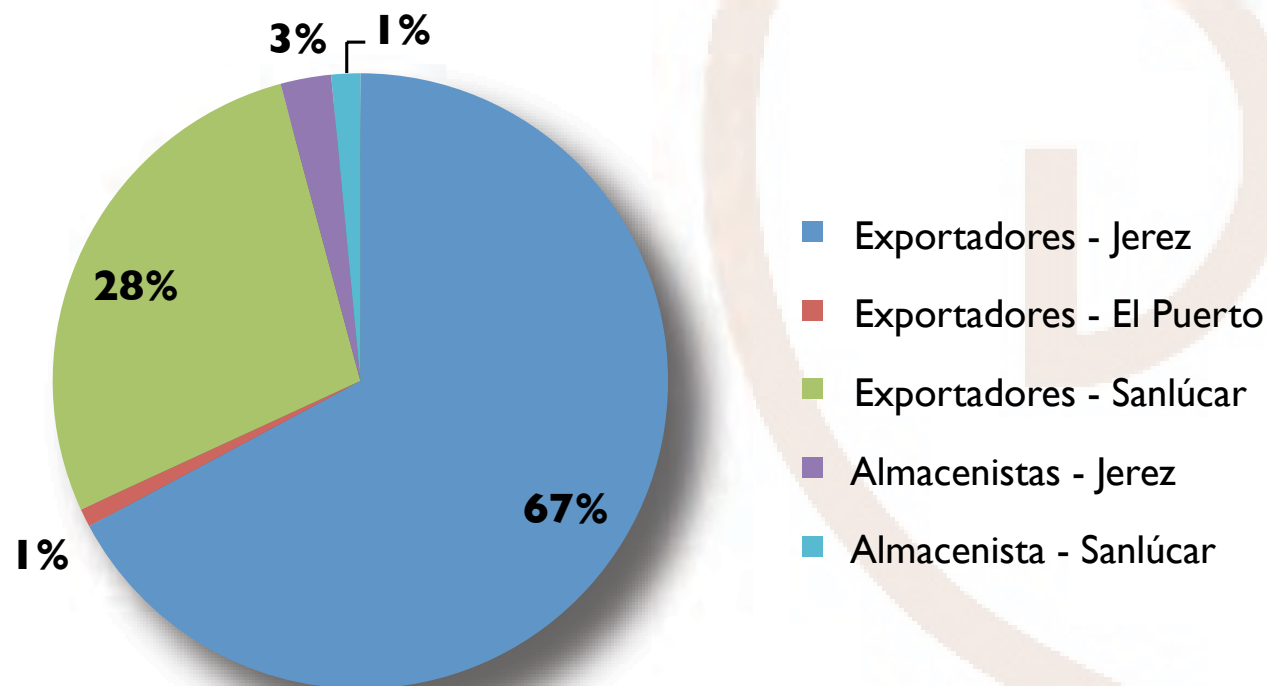
Bodegas de Crianza y Expedición (Exportadores)

- located within the “Zona de Crianza”
- age and sell wines with the DO appellation

77 registered bodegas

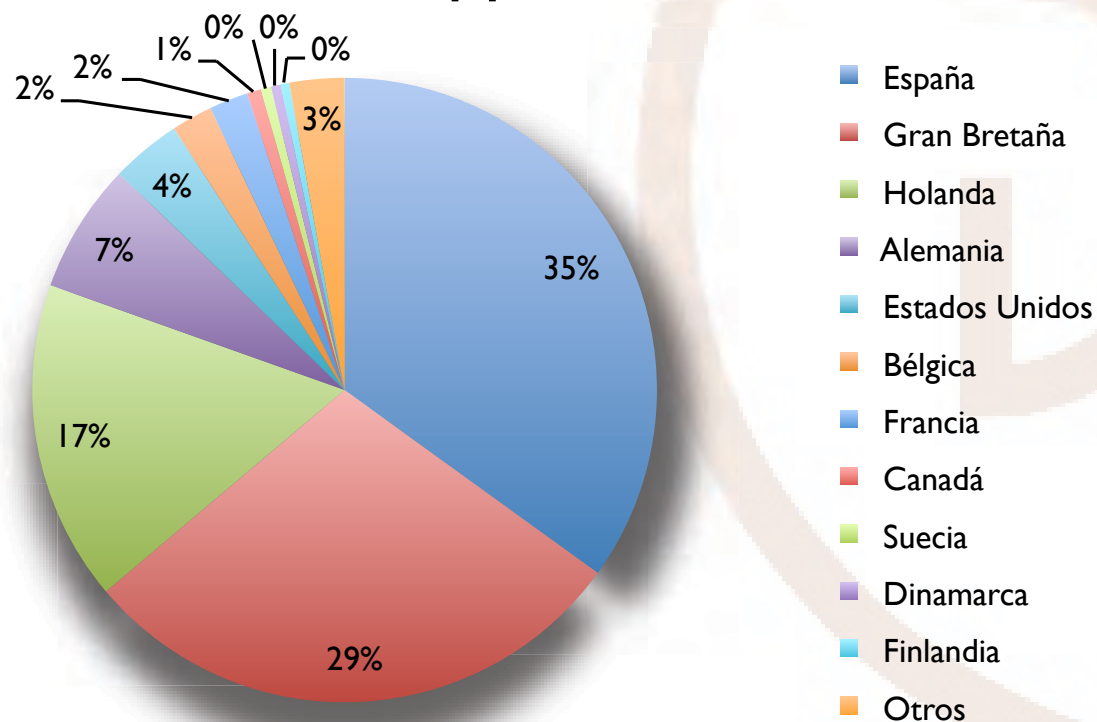
Bodegas de crianza

Total ageing stocks of wine: 280.00 *botas* (140 Mn.l)



Sales of DO wines

Total sales of approx. 46 Mn. bottles



The Consejo Regulador - functions

1 The Industry's inter-professional organisation.



The Consejo Regulador - functions

Junta de Andalucía

president

producers
(vinegrowers)

10 “vocales”

independents (6)
cooperatives (4)

shippers
(bodegas)

10 “vocales”

Jerez-Xérès-Sherry (8)
Manzanilla (1)
Vinagre de Jerez (1)



El Consejo Regulador - funciones

- 1 The Industry's inter-professional organisation.
- 2 Establishes the operating rules of the DO.

Reglamento de
Funcionamiento
(of the Consejo Regulador)

Internal aspects

Technical files
(for each Denomination)

Product specifications

Technical files

viticulture

- Location of vineyards
- Planting controls
- Authorised varieties
- Pruning methods
- Other cultural practices
- Harvest dates & conditions
- Maximum yield



Technical files



viniculture

- Pressing: 70 lt. per 100 kg.
- Fortification
- Minimum ageing periods
- Oak wood casks (*botas*)
- Inventory controls
- Specifications for each style of wine
- Bottling and shipping controls

The Consejo Regulador - functions

- 1 The industry's inter-professional organisation.
- 2 Establishes de rules of the DO.
- 3 Guarantees the authenticity of the wines produced.

The Consejo Regulador - guarantee



Specific codification number
for each single bottle

The Consejo Regulador - functions

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- 3 Guarantees the authenticity of the wines produced.
- 4 Acts as “custodian” of the DO's collective assets.



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- 5 Industry-wide promotion: product quality, training, marketing...

The Denominations of Origen. Some key ideas

- ✓ Jerez-Xérès-Sherry. The oldest DO in Spain.
- ✓ The Consejo Regulador, more than just a regulatory body.
- ✓ Every bottle of authentic Sherry, individually identified by the Consejo seal & number.
- ✓ Important role of the generic promotion.

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

-  Reglamento de Funcionamiento del Consejo Regulador
-  Pliegos de Condiciones de las DDO Jerez, Manzanilla y Vinagre de Jerez.
-  Memoria de actividades del Consejo Regulador (annual reports)