

For immediate release

14 December 2015

**ANNOUNCING THE NEW WEBSITE DOMAIN FOR SHERRY WINES,  
THE FIRST BRAND IN THE WORLD TO USE .WINE**

**sherry.wine**

To culminate a big year of exciting new developments for the Consejo Regulador (Governing Council) of the protected Designation of Origen Jerez-Xeres-Sherry, Sherry Wine's digital presence will be marketed on the new website domain sherry.wine from today, 14 December 2015.

The Jerez DO is the first Designation of Origen, or brand of any kind, in the world to use the newly-available TLD (top-level domain) of .wine, marking an important next level in Sherry Wine's already well-established internet identity.

The dynamic, modern Sherry Wine website, launched in September and now available in four languages – Spanish, English, Dutch and German – will be found at sherry.wine (previously sherry.org).

Today also sees the launch of the website's German version, sherry.wine/de, featuring coverage from Germany's biggest social tasting, "The Social Sherry Tasting". More than 100 wine lovers and professionals are expected to take part, documenting their tastings in real time via social media.

**2015: a year of history and innovation**

This year has been marked by a number of major events and projects for Sherry Wines: the 80th anniversary of the Jerez DO in March; the 6th edition of the Copa Jerez Sherry Wine pairing competition in June; the 10th anniversary of the annual US Sherry Cocktail Competition, in October, the new global web platform, in September; and finally the second highly successful International Sherry Week, in November.

**Successful new sherry.wine**

Since its launch in September, the new Sherry Wine website has become an essential destination for sherry aficionados and professionals alike - one of its most popular sections is both written, and read, by industry insiders. The Gastronomy section features user-generated content by guest contributors, such as top sommeliers and chefs from restaurants in Spain, Europe, USA and Australia, driving more than 30% of traffic as referred by Social Media to the site.

sherry.wine publishes original, up-to-date content on a regular basis, in all four languages. New articles by the Sherry Wine council and guest bloggers are added to the site every week, offering news updates, interviews, events, cocktails, recipes and pairing tips.

Sherry Wine, the perfect pairing for every type of food

The global spread of the Sherry Wine phenomenon is further confirmed by the number of Sherry Spots around the world – more than 100 bars, restaurants, hotels and tabancos are listed in the Gastronomy section of sherry.wine which serve Sherry Wine, from Amsterdam to Chicago, Moscow to Sydney.

Sherry Wine is the perfect accompaniment to every type of food, and on sherry.wine you can find a myriad of pairing suggestions.

The International Sherry Week micro-site, incorporated into the main Sherry Wine website for this year's event, saw exponential growth, with an overall traffic increase from September to October 2015 of 106%.

Jerez is the oldest DO in Spain, and yet at the same time the most innovative, with its hugely successful and popular new website, on a brand new domain which no other DO in any other wine-producing country has yet used.

Cesar Saldaña, General Manager of the Sherry Wine Council, El Consejo Regulador Jerez-Xeres-Sherry and D.O. Manzanilla Sanlucar de Barrameda, said:

“The new website domain sherry.wine offers a perfect synergy with the recent rebranding of the Sherry Wines website. It makes sense to finish the year with yet more innovation, as the first wine region to use the .wine domain.

We're looking forward to further growth in 2016, continuing to inspire our global community of food and wine professionals, as well as developing new initiatives which complement our existing campaigns through a more integrated marketing approach using our online platforms worldwide.”

For media enquiries relating to the Consejo Regulador Jerez-Xeres-Sherry, contact: [comunicacion@sherry.org](mailto:comunicacion@sherry.org)

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