

3-9 NOV 2025

# #SHERRYWEEK

Join the largest Sherry party on Earth! The 12th edition promises over 3,000 events as 'Sherry Rutas' swirl across 30+ countries. Expect tipples, tastings and tapas!

COMMUNITY OF  
**500,000**  
SHERRYLOVERS

SOCIAL IMPACT  
**8.5 MILLION**  
WORLDWIDE

**20,000+**  
WORLD TOTAL  
EVENTS

**15**  
SHERRY RUTAS



## IT'S EASY TO GET INVOLVED:

- 1** **Plan** your Sherry flights, cocktail pop-ups, masterclasses, pairings & more
- 2** **Register** your event FREE to join in
- 3** **Engage** online using **#SherryWeek**

### TAKE PART IN A SHERRY RUTA!

Join an existing route or curate and create your own with 10+ venues.

## WHAT'S IN IT FOR YOU?

### FREE PRESS:

Be featured on the Sherry Week map.

### PROMO MATERIALS:

Instantly download posters, tasting mats & social media materials.

### RAISED PROFILE:

Reach new wine & food-lovers.

### GLOBAL REACH:

Be part a social success story

### ACCESS TO A MOVEMENT:

Be part of the worldwide Sherry celebration!

## JOIN THE GREATEST SHERRY PARTY ON EARTH!

Get in touch with your local Sherry house and visit [sherryweek.wine](https://sherryweek.wine) for more information