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Putting Sherry Back Where It Belongs: On British Tables

2026 Campaign Returns with “A Splash of Andalusia”

Building on strong momentum in the UK, D.O. Jerez-Xérès-Sherry & Manzanilla returns in 2026 with a vibrant nationwide summer campaign: *A Splash of Andalusia*.

At a time when both fortified wines and the wider wine category are facing ongoing challenges, Sherry is bucking the trend—driven by a long-term focus on education, discovery, rediscovery and new ways to enjoy Sherry.

Over the past three years, a strategic experiential programme has successfully introduced a new generation of drinkers to Sherry, while reconnecting existing audiences with its versatility.

This year’s campaign builds on that success with an expanded programme of in-store tastings across both independent retailers and national accounts, designed to showcase lighter, food-friendly styles that align with contemporary tastes.

With a focus on education and engagement, Sherry (D.O. Jerez-Xérès-Sherry) has captivated a new generation and continues with a renewed strategic 3-year plan to introduce and reintroduce drinkers to sherry. From Sherry Supper Clubs and retail activations to record-breaking Sherry Week events, independent wine stores remain at the heart of this movement. In 2025, we saw a 74% increase in Sherry Week events, with 1,846 events across the UK, supported by over 500 wine merchants, restaurants, bars and sherry enthusiasts.

This year's plan includes 100+ in-store tastings across independent merchants and national retailers, introducing consumers to lighter, food-friendly serves designed for modern drinking occasions.

Introducing the Solera Spritz

Leading the charge is the Solera Spritz:

75ml Fino or Manzanilla Sherry, 100ml tonic, fresh grapefruit and ice

ABV: 6.7% | Approx. 74 kcal

Positioned as a lighter alternative to the classic Aperol Spritz (approx. 9.2% ABV and ~155 kcal), the Solera Spritz delivers refreshment, lower alcohol and fewer calories — while showcasing the saline freshness of Fino and Manzanilla styles.

The much-loved **Sherry Sunset** also returns: Cream Sherry poured over ice with a slice of orange — a simple serve that continues to win over new consumers.

Elevating the Story of Jerez

Beyond retail activation, 2026 will shine a spotlight on the region's cultural and gastronomic significance. Jerez

- Jerez is named Gastronomy Capital of Spain, reinforcing the intrinsic link between Sherry and food culture.
- Vinoble returns May 30–31 and June 1, celebrating the world's finest noble and fortified wines.
- César Saldaña President of the Consejo Regulador Jerez-Xérès-Sherry will host his first-ever masterclass at London Wine Fair on May 19th: “Jerez, the Land of Double Terroir”, featuring non-fortified wines and single-vineyard expressions underscoring the region's growing innovation and premiumisation, alongside some of the classic styles that position Sherry among the greatest wines of the World.

Sherry Week & Supper Clubs Return

Momentum continues into autumn with the return of Sherry Week (2–8 November), alongside the revival of Sherry Supper Clubs, with Manchester and Edinburgh in sight for 2026.

Further partnerships — including collaborations around the Guild of Food Writers' Awards will reinforce Sherry's position at the intersection of gastronomy, education and experiential retail.

César Saldaña, President of the Consejo Regulador Jerez-Xérès-Sherry, noted: “*Great Britain has always been—and will remain—a key market for Sherry. This success is a testament to years of passion and the ability of Sherry to captivate discerning palates. By introducing and reintroducing wine lovers to its versatility, we've sparked a real uplift. This is a genuine turning point for sherry and a chance to inspire new generations of sherry lovers.*”

Together, we've reignited Sherry's brilliance, showing the world that Sherry's future in the UK is brighter than ever!

This initiative is funded by the European Union. For media enquiries relating to the campaign:

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