



VINOBLE

2010

PRESS DOSSIER

30th May until 2nd June 2010
Alcázar de Jerez



the wine academy
spain

www.vinoble.org





HISTORY

The International Exhibition of Noble Wines VINOBLE, that in 2010 will take place from the 30th of May to the 2nd of June, is the only one dedicated to the fortified, dessert and natural sweet wines. It is held every two years in **Jerez de la Frontera**, the andalusian city that share its name with one of the most famous wines made in Spain. These appreciated wines, complex, special, made always with great affection and care, with very complicated elaboration, didn't have a global framework or a reference to appear despite of being regarded as the best wines in the world. Vinoble was created to become the center of meeting and showcase for these special wines. With this event in 2010, having celebrated six previous editions, it has brought together some of the best known names in the wine sector between Masters of Wine, winemakers, marketers, sommeliers and others.

THE ALCAZAR

VINOBLE takes place in Jerez de la Frontera at a magnificent venue: the **Alcázar**, an Arab fortress from the XI century. This fortress features the Palacio de Villavecencio, a Renaissance building built next to an old mosque surrounded by beautiful Arabic gardens. During four days this unique and spectacular venue is arranged to welcome winemakers, critics, journalists and from all over the World.



the wine academy
spain

www.vinoble.org



PRESS DOSSIER



VINOBLE 2010: THE EDITION WITH A VIEW TOWARDS THE FUTURE

The **Seventh Edition of The Exhibition of Noble Wines Vinoble**, will open at 11am on Sunday 30th May in the monumental venue of the Alcázar, with many notable additions with regards to previous editions of this event specialising in fortified, sweet and dessert wines. Firstly, this is a **meeting place for experts, exhibitors, wineries, marketers, critics, journalists and professionals** in general, whose activities center on this important and passionate universe. The main impetus for this edition is a platform for business, without losing the special something which marks this as one of the most important events on noble wines in the world.

Equally in this edition of Vinoble, the link between food and wine will be reinforced with pairings, or 'harmonising's on each of the days of the programme. Vinoble 2010 is also reaching out to the public, with tastings open to locals and visitors of Jerez.

Meanwhile, the best known aspects of Vinoble such as the **high level of quality**, and the attendance of the most important noble wineries, remains intact. Vinoble 2010 is organised by the **Town Hall of Jerez**, and in this edition relies on the management of **The Wine Academy of Spain**, under the guidance of Pancho Campo, the only Spaniard to hold the prestigious title of Master of Wine (MW). The event also relies on the support of the Ministry for Agriculture and Fisheries of Andalucias, of the Andalucian Agency for Foreign Promotion(Extenda), from the Spanish Academy of Gastronomy, and of the Consejo Regulador for the Denominaciones de Origen Jerez-Xeres-Sherry. Also collaborating in Vinoble 2010 are Hospitality Vocational School in Jerez, the Ministry of Rural Development, Livestock, Fisheries and Biodiversity of the Government of Cantabria and the water bottling company Andalusian Sierra de Cazorla.

The Exhibition area will feature exhibitors representing 25 wine regions around the world as Sherry, Madeira, Oporto, Languedoc-Roussillon (France), Bordeaux (France), Navarra, Alicante, California, Canada, Penedes, Montilla-Moriles County de Huelva, Austria, Tokaji (Hungary), Alsace, Canary Islands, Italy, Argentina, Málaga, Cava, Santorini (Greece), Valencia, Jumilla, Rioja and Ribera del Duero. Asimismo han prestado su colaboración en Vinoble 2010 la Escuela Profesional de Hostelería de Jerez, la Consejería de Desarrollo Rural, Ganadería, Pesca y Biodiversidad del Gobierno de Cantabria y la empresa andaluza embotelladora de agua Sierra de Cazorla.



the wine academy
spain

www.vinoble.org



PRESS DOSSIER



VINOBLE 2010: THE EDITION WITH A VIEW TOWARDS THE FUTURE

In this edition the organisers of Vinoble 2010 have wanted the presence of wineries with the aim of establishing commercial relations being more important than the image of the winery in this prestigious Exhibition..

The harmonising of food and wine is one of the new aspects of this seventh edition of Vinoble, with the inclusion of the Spanish Royal Academy of Gastronomy, which will lead the four pairing exercises which will take place in the Torre del Homenaje, one of the most characteristic rooms of the Alcázar of Jerez. The pairings will be carried out by Celler de Can Roca, Chefs and Sommelier of Denmark, Food of Cantabria and the Hospitality School of Jerez.

The professional Exhibition is taking its professional appeal outside, through four **public tastings**, which will be directed by the Consejo Regulador of the D.O. JEREZ-XERES-SHERRY and The Wine Academy of Spain. These tastings will take place in the Plaza del Arenal from 8pm on each day of the fair, and will be able to be attended by one hundred people, by a strict first come, first serve policy, as well the winemakers themselves becoming more involved with the final consumer via Vinoble and thus, increasing interest in both the Exhibition and the category.

One of the key points of the Exhibition will take place on Tuesday 1st June with the **Masters of Wine Grand Tasting** which, for the first time in Vinoble, will bring 7 of these personalities together for a single wine tasting. They will be Ulf Sjodin, Mai Tjemsland, Peter Koff, Sarah Jane Evans, Bob Paulinski, Colin Gent and the Commissioner of Vinoble Pancho Campo.

With regards to the wines for this tasting, a Pedro Ximénez from 1910 will be opened in honour of this event. Other interesting figures are that Vinoble will see more than 4,000 bottles opened over the four days, using more than 10,000 glasses and 150 corkscrews.



the wine academy
spain

www.vinoble.org



THE EXHIBITION IN FIGURES

- 10,000 VISITORS are estimated from the entire wine sector in Jerez de la Frontera
- 7 MASTERS OF WINE will be seated at one table for the Grand Tasting
- 30 SPEAKERS in the conferences and tastings during the Exhibition
- 25 NATIONALITIES will be represented in Jerez by the participants
- 100 JOURNALISTS will be accredited from various nationalities
- 25 WINE PRODUCING REGIONS will be represented
- 65 EXPOSITOES from 150 BODEGAS
- 100 MEMBERS of the organising team for Vinoble
- 4000 BOTELLAS and 10,000 GLASSES will be required for the Exhibition
- 150 CORKSCREWS over the four days
- 1910 is the oldest bottle which will be opened in the Alcázar
- 20,000 EUROS is the price of the most expensive wine to appear in the Exhibition



the wine academy
spain

www.vinoble.org



FIGURES FROM THE SECTOR

The global economic crisis is also clearly visible across all types of wines in most markets. Sales have fallen, as have levels of consumption and exports. To be more specific, the crisis has affected the noble and dessert wine sector even more. The importance and value of both continuity and quality of the Vinoble name is one of the most important examples to organisations and institutions to put this type of wine in a place of importance and prestige within the industry.

Recent figures from the Spanish Wine Market Watchdog (OEMV) with regards to exports showed a drop of 10% in volume and of 13.5% in value, with an average drop in value of 4.2%. These figures give Spain a production level of 15million hectolitres (1,509.6million litres) at a value of 1,718 million Euros, to give an average price of 1.14 €/ltr This factor of the crisis, especially in aromatic, fortified and sweet wines is especially evident, where production levels have fallen. On top of this, export leves have decreased by 10% with respect to those of 2008.

EVOLUCIÓN DE LAS EXPORTACIONES ESPAÑOLAS DE VINO

| | VALOR (Mill. €) | | | VOLUMEN (Mill. litros) | | | PRECIO MEDIO (€/litro) | | |
|--------------------|-----------------|----------------|---------------|------------------------|----------------|--------------|------------------------|-------------|--------------|
| | 2008 | 2009 | % var. | 2008 | 2009 | % var. | 2008 | 2009 | % var. |
| DO envasado | 861,6 | 790,4 | -8,3% | 285,7 | 270,3 | -5,4% | 3,02 | 2,92 | -3,0% |
| DO granel | 40,6 | 30,1 | -25,7% | 76,3 | 51,2 | -32,9% | 0,53 | 0,59 | 10,7% |
| Mesa envasado | 215,7 | 200,5 | -7,0% | 266,9 | 234,1 | -12,3% | 0,81 | 0,86 | 6,0% |
| Mesa granel | 306,0 | 240,1 | -21,5% | 805,7 | 725,2 | -10,0% | 0,38 | 0,33 | -12,8% |
| Espumoso | 434,8 | 328,4 | -24,5% | 144,2 | 135,9 | -5,8% | 3,01 | 2,42 | -19,8% |
| Aromatizado | 52,0 | 55,4 | 6,6% | 64,7 | 66,6 | 2,9% | 0,80 | 0,83 | 3,6% |
| De licor | 67,5 | 67,0 | -0,8% | 24,3 | 23,6 | -2,8% | 2,78 | 2,84 | 2,1% |
| De aguja | 8,8 | 6,1 | -30,8% | 4,5 | 2,8 | -37,2% | 1,97 | 2,17 | 10,2% |
| TOTAL VINOS | 1.986,9 | 1.718,2 | -13,5% | 1.672,2 | 1.509,6 | -9,7% | 1,19 | 1,14 | -4,2% |

Fuente texto y gráfica : OEMV



the wine academy
spain

www.vinoble.org

