



VINOBLE 2018

CONJUNTO MONUMENTAL DEL ALCÁZAR
JEREZ DE LA FRONTERA, FROM THE 3RD TO
THE 5TH OF JUNE 2018

WHAT IS VINOBLE

Vinoble, The International Noble, Sweet and Fortified Wine Fair, was born of the need to take these great wines for meditation out of the international wine fairs, where they passed unnoticed among the masses of younger and more commercial wines, and to give them a Fair of their own.

These complex, special wines, always made with loving care and with very genuine methods of production, have never had their own proper showcase despite being some of the best wines in the world.



With this in mind, the city of Jerez decided to establish Vinoble, a unique Fair, created specifically to be an international meeting place and shop window in which to promote these much sought-after wines.

WHERE AND WHEN VINOBLE TAKES PLACE

The city of Jerez, in the very heart of Andalucía, has lived and breathed wine since the times of the Phoenicians, and this is still one of its principal activities. With the authority conferred by such deeply rooted tradition, Jerez took the initiative, more than fifteen years ago now, calling on its fellow wine regions which also produce wines for meditation to come together and organise this biennial wine Fair, the first of its kind in Spain.

VINOBLE will be celebrated in a historic and beautiful venue: the Alcázar of Jerez, an XI century Moorish fortress in whose grounds are the palace of Villavicencio, a refurbished Renaissance building which is adjacent to an old Moorish mosque and surrounded by splendid gardens.



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These wines have never before had such exhibition space and such an ideal rendezvous as that offered by VINOBLE. Over three days the fortress, its historic buildings and its salons will be readied to receive wine producers, restaurateurs, oenologists, journalists and professionals in general from five continents.



The dates for its celebration in 2018. It will be between the 3rd and the 5th of May. It will be its tenth edition.

THE WINES AT VINOBLE

These are special wines which are fundamentally different from everyday reds and white. These differences could be down to grape variety, place of production, traditional harvesting and vinification techniques or methods of ageing.

The range of these special wines is very broad and encompasses the following principal types:

Fortified Wines: these are made from specific grape varieties in specific places and their alcohol content lies between 15° and 22°. They can be dry or sweet, or anywhere in between, and are made using traditional techniques involving biological and/or oxidative ageing, the addition of grape alcohol and sometimes the addition of naturally sweet wines. Good examples would be classic wines such as Sherry, Port and Madeira.



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Sweet and Liquor Wines: are sweet wines made without fortification and rarely exceed 15° in alcohol. They are also made from specific grape varieties in specific places and are made from late-harvested grapes which may or may not be affected by Botrytis (“noble rot”), drying or even freezing. Classic examples would be Sauternes, Tokaj, Auslesen, Eiswein or Vin Santo.



THE COMMERCIAL SIDE OF VINOBLE

There have now been nine editions of Vinoble, during which time it has become not only an important cultural and promotional reference point for the world's wine trade, but also an unmissable showcase for the world's sweet and fortified wines. The last two editions of Vinoble (2014 and 2016) saw considerable growth and consolidation, cementing its prestige as the number one venue for the business and promotion of fortified and noble wines.



The last edition saw over 200 buyers and importers using the Fair as a meeting point where they could taste the wines and discuss business.

VINOBLE, GUARANTEE OF PRESTIGE

Vinoble is one of the most important wine fairs at international level. The fact that it specialises in particular kinds of wine makes it all the more exceptional, the essential place to be for producers, buyers and importers from the five continents. Efficient organisation and the high level of the professionals and members of the media attending each edition, as well as the exclusivity of the wines exhibited, have consolidated Vinoble as one of the most prestigious of all wine fairs.



THE MEDIA IN VINOBLE

The most significant result of the strong media presence at Vinoble is the fact that in 2016 reporting crossed the frontier from the specialised press to the general press. Press accreditations at the event exceeded expectations, given that the 2012 event had to be cancelled and the short time frame for the promotion of the next one. In fact, 170 journalists attended, over 50 of them from abroad.



Their presence in Jerez guarantees international impact for Vinoble and also contributes directly to the promotion of the city itself in markets around the world.

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Notable facts about the 2016 edition of Vinoble:

- The high number of journalists attending (170).
- The geographical diversity of journalists attending: they came from 25 countries, many of them from Asian countries.
- Vinoble 2016 received fantastic coverage from the most prestigious specialist publications, such as Decanter, Harpers, Viniteque, Vinos, La Cave etc.
- Vinoble appeared in the most important national television channels as well as specialist channels both at home and abroad.
- Vinoble was covered by all the national radio stations and attracted numerous references in specialist wine websites.



VINOBLE 2016 IN FIGURES

49 STANDS

200 METERS OF TENTED GASTRONOMIC STANDS

11 COUNTRIES SHOWING WINES

8.000 VISITORS FROM MORE THAN 25 COUNTRIES

1.200 PARTICIPANTS IN WINE ACTIVITIES

800 WINE REFERENCES

150.000 WINE GLASSES POURED

MORE THAN 200 BUYERS

170 ACREDITED JOURNALISTS

VINOBLE 2018 A NEW MEETING IN JEREZ



This is the tenth edition of Vinoble at the Alcázar in Jerez. Since the first edition in 1998, the Alcázar has experienced successive works of expansion. Rehabilitation works undertaken in the old Moorish fortress have allowed more exhibition space to become available, which should satisfy growing demand from exhibitors.



In what will be the tenth edition of Vinoble the challenge will be still greater to make the event even better than previous ones, and to increase the event's profile in the panorama of international wine fairs.

LIST OF PRICES FOR VINOBLE 2018

There are three options for exhibitors participating at Vinoble 2018 depending on preferences for exhibition area and size of the stand.

Stand Mode	Square meter	Price (including VAT)
STAND IN THE PALACE	25 square meter	3.388, 00 €
STAND IN THE GARDENS	25 square meter	2.387,00 €
SHOWROOM	12,5 square meter	1,309,00 €

The price of the stand includes: furniture (cupboards, fridges, shelving, ice buckets...), counter, tasting glasses, table with three chairs, ice and water replacement service, signage for the stand, inclusion in the event catalogue...