

PRESS RELEASE - IMMEDIATE

González Byass – historic Spanish Sherry House Showcasing Premium Wines & Spirits at Vinexpo Hong Kong 2018

As mixology cocktails fuel sherry boom, the iconic Sherry bodega headlines 2018 'Tio Pepe En Rama' fino and new Vermouth 'La Copa' from May 29-31 at Hong Kong Convention & Exhibition Centre.



(Hong Kong, May 11, 2018) – Historic Spanish Sherry house González Byass is cheering growing appreciation for the famous fortified wine of Jerez in Andalusia with a showcase of its latest premium aperitifs at Vinexpo Hong Kong 2018 from May 29-31 at the Hong Kong Convention & Exhibition Centre.

As popularity soars worldwide for Spain's "wine treasure" with mixology cocktails fueling a sherry boom, the iconic bodega is headlining the latest release for the 2018 **'Tio Pepe En Rama'** fino, the unfiltered and unadulterated cousin of world-leading Tio Pepe sherry brand – and launching a new Vermouth **'La Copa'**, based on original recipes from the 19th century.

With grapes harvested from single estate vineyards and matured in the company's century-old original cellars, a mere 60 casks are selected for the unique 'Tio Pepe En Rama' 2018. En Rama is the "ultimate and most elegant expression of the bodega's heritage dating back to 1835", according to award-winning master blender Antonio Flores.

Similar to a white table wine, the light fortified wine has been at the forefront of its category since being launched eight years ago and "the quality of this year's Tio Pepe En Rama fills me with pride, emotion and great satisfaction – a fresh, pure wine that is the essence of Tío Pepe," Flores said.

While Tío Pepe is well-established and renowned, ranked among the Top 10 “World’s Most Admired Wine Brands”, González Byass is also at the forefront of a new generation of aperitifs meeting demand from a booming global market led by the cocktail boom that soared by 68 per cent last year.

This innovation of traditional techniques is embodied by the company's premium, new Vermouth ‘La Copa’, a classic aperitif blend based on a recipe from the 19th century – celebrated with its original label design sourced from the company’s family archives.

The blend of fine, sweet 8-year old Oloroso and Pedro Ximénez sheries macerates with aromatic spices and botanicals – wormwood, clove, orange peel, nutmeg, angelica, quinine and savoury – to produce a unique wine with all the flavours and aromas of a classic Vermouth but with the delicious undertones.

“Our new Vermouth epitomises our company philosophy of preserving traditional and well-established aspects of our Sherry winemaking business with the new and the modern,” said Victoria Gonzalez Gordon, a fifth generation family member heading the International Marketing Department.

“Vermouth is on-trend both in Spain and worldwide and this revival of an original and distinctive brand brings authenticity and a touch of originality to a classic aperitif extensively used by mixologists.”

Underlining mixology’s key role in defining a new era for González Byass, the bodega recently appointed top mixologist and spirits expert Boris Ivan, a veteran of the UK’s most famous bars including Galvin at Windows, the iconic bar atop Hilton Park Lane and Le Meridien, Sky Bar to strengthen its presence in the cocktail market – and he is shaking and stirring magical elixirs at the Vinexpo Hong Kong showcase.

Joining the González Byass team this month, mixologist and spirits expert, Boris Ivan will be responsible for the promotion of the company's premium spirit portfolio at a global level. He will be working with the brands London No1 and MOM Gin, Nomad Outland Whisky.

“I’m delighted to be working with González Byass to educate and inform trade professionals and consumers about our great quality brands – and especially looking forward to innovating and experimenting with the wide range of wine-based and spirits brands,” he said.

From its origins as a Sherry house, González Byass has more recently grown to embrace a portfolio of award-winning spirits such as The



London No1 and MOM Gin, Nomad Outland Whisky and Jerez brandies Solera, Insuperable and Lepanto.

“We have a long-standing track record for making some of the very best Sherry and Brandy de Jerez and the expansion is testament to how serious we are about building strong spirits brands at a global level,” added international sales director Diego Talavera.

The González Byass portfolio also extends to **organic wineries** in both Spain and Chile, with four exhibited at Vinexpo Hong Kong's boutique 'WOW!' World of Organic Wine event.

Featured wineries are Entre Lunas, with biodynamic wine from Finca Constancia in Spain (fincaconstancia.es); pioneering cava house Vilarnau (www.vilarnau.es), quintessential Rioja winemaker Bodegas Beronia (www.beronia.com) and a South American extensión to the González Byass family – Chile's internationally-acclaimed organic winery Veramonte (www.veramonte.cl).

Veramonte is newly-launched in the China market, demonstrating that Chile excels at making more than just red wines. The partner winery is now a leader in producing sustainable, top quality organic Sauvignon Blanc and Chardonnay white wines in the Casablanca Valley, nestled between the Pacific Ocean and the mighty Andes mountain range.

Vineyards are given over to completely natural practices that focus on sustaining healthy soils, pure fruit and expressive wines, and Veramonte winemaker Rodrigo Soto said: “I believe sustainable, organic wine is the future for Chilean wine.

“Organic practices ensure vigorous, balanced soils growing quality grapes that express their terroir's maximum potential. We are developing our own style of Chilean wines.”

-ENDS-

About González Byass

González Byass is a family winery, founded in 1835, dedicated to making fine Sherries and brandies in Jerez, Spain. Well-known brands such as Tío Pepe Fino Sherry or Lepanto Brandy de Jerez, or vinous jewels like Matusalem or Apostoles have made González Byass one of Spain's most recognized wine brands world-wide. Tradition, research and quality are the pillars of this winery which boasts nearly two centuries of experience.

Following in the same tradition, González Byass has, over the past 30 years, converted itself into a family of wineries, producing wine in some of





Spain's most famous wine producing regions; Bodegas Beronia (Rioja and Rueda), Cavas Vilarnau (Barcelona), Finca Constanca (Vino de la Tierra de Castilla), Finca Moncloa (Vino de la Tierra de Cádiz), Viñas del Vero (Somontano). In each of these regions the family strives to make the best possible quality wines respecting the local terrior and traditions. Similarly the company has also expanded into the premium spirits business with brand such as The London No.1, Druide Vodka and Nomad Outland Whisky.

González Byass origins traced back to 1835 when founded by Manuel María González Angel, who was subsequently joined by his English agent, Robert Blake Byass.

For further information or high resolution images please contact:

PR Representative – Asia
GHC Asia – Hong Kong

Ms. Cyndi Cheng
Tel: (852) 3163 0190
Email: cyndi.cheng@ghcasia.com

