

Williams & Humbert Taps into Tapas Market

Despite the difficult Sherry market, Williams & Humbert sees growth potential in the UK. Independent and specialist retailers are selling increasing amounts of premium sherry to both aficionados and the growing number of younger drinkers being introduced to sherry and all things Spanish through the increasingly fashionable Tapas movement.

Williams & Humbert sherries, part of the EIS portfolio, sold exclusively to independents and on-trade wholesalers, has seen particular sales growth from the crisp, almost salty Alegria

Manzanilla and the wickedly raisinous 20 year old Pedro Ximenez. Williams & Humbert Export Director, William Craven-Bartle is not surprised by the interest in the two wines from the opposite end of the sherry taste spectrum: "Aside from being excellent wines the extreme dryness of the Manzanilla and the rich sweetness of PX makes them perhaps the easiest of the sherry styles to understand. Both have received a lot of coverage recently in the UK in terms of food matching and that is driving trial."

To capitalise both on the growing interest in premium sherry

and to support key independent customers, Ehrmanns organised a series of rare vintage tasting dinners in April to highlight William & Humbert's premium status.

The tastings, hosted by Craven-Bartle, featured a rare opportunity for the trade and media alike to sample the legendary Single Vintage Collection sherries from 1952, 1965 and 1972, as well as sampling more commercially

available premium sherries from the Williams & Humbert Solera Especial and 12 year old range.

