

OSBORNE

DESDE 1772

Bodegas Osborne wins a gold medal at the prestigious International Wine Challenge Merchant Awards

Bodegas de Mora, in El Puerto de Santa María, has recently been awarded the 'Best Winery Shop' prize at these prestigious international awards.

El Puerto de Santa María, 17th October 2017 [Bodegas Osborne](#) has achieved the highest recognition at the [International Wine Challenge Merchant Awards](#). At these international awards, the shop at Bodega de Mora winery, in El Puerto de Santa Maria, was awarded the '**Best Winery Shop**' prize. The award ceremony took place last night during a gala dinner at the Palacio de las Alhajas, with more than 200 participants in the 15 different competition categories.

International Wine Challenge (IWC) **boasts more than three decades of history in the UK** and has achieved great prestige among producers and experts from all over the world. The recognition of the winners helps the wineries in terms of their local and international marketing efforts and has a very positive impact on the positioning of brands amongst experts and consumers.

In the words of Iván Llanza, Head of Corporate Communications and Public Relations at Osborne, 'This award is a source of real pride for us as it comes from industry experts and represents a great boost for Bodegas de Mora's ambitious and extensive improvement project, which has been carried out over the past 5 years.' Llanza added, 'This award recognises the work of all those who have been part of the project, especially **Javier Ollero's** architecture studio and the interior designer **Guadalupe Grosso**, as well as the entire wine tourism team at the winery, who constantly strive to ensure that visits to it are a truly unforgettable experience.'

An exceptional jury

On this occasion, the jury was made up of renowned experts, such as Pedro Ballesteros (Spanish Master of Wine and President of the Jury), Charles Metcalfe (Co-President and founder of International Wine Challenge UK), Angela Mount (journalist, writer and wine expert), François Chartier (Canadian sommelier chosen as Best Sommelier in the World in 1994), Ángel Riesgo (former president of DDBO), Joxe Mari Aizega (Director of the Basque Culinary Centre), Salvador Manjón (Director of Wine Week), Ferran Centelles (a member of the ElBulli sommelier team from 2000 to 2011 and head of the Bullifoundation's drinks division) and José Luis Benítez (Managing Director of the Spanish Wine Federation).

Walk in the shoes of a true sommelier

Bodega de Mora, which has recently been renovated, offers a unique and complete experience as far as wine tourism goes. Touring around the casks in this century-old winery, visitors can **enjoy the largest collection of vintage wines in the Jerez-Xérès-Sherry DO area**, as well as gain first-hand knowledge of the Brandy de Jerez production process and visit the Toro Gallery, an exhibition space managed by the Osborne Foundation, which chronicles the history of the company and that of our most unique and internationally recognised brand, El Toro de Osborne. To wrap up this extraordinary experience, a visit to Toro Tapas is a must. This is the perfect place to enjoy the very best cuisine Cadiz has to offer in tranquil and beautiful surroundings.

Central to the whole experience is the sampling of sherry and Brandy de Jerez, which are on display and sold in the shop located within Bodega de La Vieja. This is a century-old winery which, despite having been adapted to accommodate our **new wine tourists**, has maintained its quintessential essence and represents a unique part of the region's cultural heritage.

The shop is more than 500 m², and is divided into three main areas: one reserved for wines, liqueurs and spirits, another for Cinco Jotas gourmet products and another for Toro de Osborne branded fashion items and accessories. In this shopping area, visitors are able to purchase our most prestigious wines, brandies,

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spirits, Iberian cured meat products and Toro items, as well as talk with our brand's ambassadors.

More than **30,000 people** pass through the shop **each year**. Such a vast number of visitors means this is an effective marketing tool for the brands of the Osborne Group and awards, such as the one received last night, serve to strengthen the commitment and professionalism of the entire team at Bodegas Osborne.

About Osborne

The Spanish Company Osborne, owner of internationally renowned brands such as Cinco Jotas 100% Iberian Bellota Ham, Montecillo Rioja wine, the brandies Carlos I, Veterano and Magno, Nordés gin and Anís del Mono, among others, has a clear goal: to select, produce and bring to consumers around the world the most authentic and prestigious products and brands of food and beverages.

Since being founded in 1772, Osborne has shown a clear commitment to quality, innovation and internationalization. Osborne is now present in more than 50 countries with its various brands.

As well as producing and selling its own brands, Osborne also distributes well-known third-party brands in Spain, such as Brockmans Gin, Fever-Tree, Russian Standard Vodka, Zubrowka Vodka, 100 Pipers Whisky and Passport Scotch Whisky.

Furthermore, Osborne is the owner of the mythical image of the Toro de Osborne (Osborne Bull), without doubt one of the most representative symbols of Spain in the world. There are more than 90 huge metal bulls situated strategically along Spain's main motorways and they are internationally renowned as one of the greatest icons in the history of advertising.

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