



*Picture shows: Exclusive Traveller's Edition Tío Pepe bottle now in Duty Free*

## **TÍO PEPE TRAVELLER EXCLUSIVE NOW IN TRAVEL RETAIL**

**An exclusive edition of the leading Fino Sherry brand Tío Pepe is now available in Travel Retail across Spain. The striking, Andy Warhol-inspired new packaging will be on Dufry shelves initially and then expand into other global outlets.**

*Jerez, June 2018* – Tío Pepe, Sherry category leader, has once again pushed the category boundaries by releasing a special Traveller edition pack, exclusive to Travel Retail.

The distinctive packaging is inspired by an Andy Warhol interpretation of one of Spain's most iconic brands and will be available at an RSP of 9.15€ in Dufry airport outlets across Spain for six months.

From then the world's number one Fino Sherry brand will be put into wider distribution across the travel retail sector.

Commenting on the release, international sales director, Diego Talavera, said, "This partnership with Dufry is a great departure for Tío Pepe. Our exclusive Traveller edition of Tío Pepe is another example of this brand's prominence at the top of the premium Sherry category and reinforces our commitment to the Travel Retail sector."

Tío Pepe was the very first registered trade mark in Spain in 1936. The brand is internationally famous and exported to 105 countries worldwide. The brand takes its name from José Ángel Vargas, the uncle of the founder of González Byass, Manuel María González, and a key figure in the establishment of the business. "Tío Pepe" (Uncle Joe) was the first person to advise the founder on the selection and ageing of Fino Sherries.

González Byass is responsible for 10% of the total planted area of the Denominación de Origen Jerez-Xérès-Sherry. All of their vineyards are located in the Denomination of Origin of the Jerez Superior and the grapes destined to make Tío Pepe are grown in two single estate vineyards, Carrascal and Macharnudo.

-ENDS-

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## About González Byass

González Byass is a family-owned, collection of wineries founded in 1835 which spans across Spain's most important wine producing regions. From its foundation the González family have been dedicated to making fine Sherries and brandies in Jerez, Spain, creating such well-known brands as Tío Pepe Fino Sherry and Lepanto Brandy de Jerez.

Today the fifth generation of the family are the custodians of these exceptional brands having built the company into a family of wineries which produces wine in some of Spain's most famous regions; Bodegas Beronia (Rioja and Rueda), Cavas Vilarnau (Barcelona), Finca Constanza (Vino de la Tierra de Castilla), Finca Moncloa (Vino de la Tierra de Cádiz), Viñas del Vero (Somontano) and Pazo de Lusco (Rías Baixas). In each of these regions the family strives to make the best possible quality wines respecting the local *terroir* and the environment.

At the same time the company has also expanded its interests further in the premium spirits business and has created pioneering brands such as The London No.1, MOM Gin, Druide Vodka and Nomad Outland Whisky.

González Byass is now one of Spain's most well-recognized brand owners world-wide. Their passion for quality wine production and respect for long-standing traditions -whilst at the same time innovating- have been the guiding principles that have led to the company's global success.

Learn more at [www.gonzalezbyass.com](http://www.gonzalezbyass.com)