FLAVOUR
FOOD SECTOR MAGAZINE
MARCH 09

ANDALUSIAN
CERTIFIED QUALITY FOOD PRODUCERS ASSOCIATION

FLAVOURS
a glass. What delicacies will you

VERIL LA PALMA.
a cookery course for

Vitruvio & Lucchino.
Fashion with and for

LANDFAIR: x attendance
... at...
BREED, ACORNS AND TREATMENT

LAZO: THE TASTE OF HAM

Iberian breed of confined wild pigs fed with acorns from privileged holm oak forests. Hams cured slowly in a unique and exceptional climate. Lazos pure acorn Iberian. Welcoming concentration of aromas... Unfathable.
Andalusia, a mosaic of flavours.

Discover in Andalusia the happiness of its people, its colourful landscapes and the goodness of a land full of sensations.

Enjoy the variety of flavour of its gastronomy and its organic products, that thanks to its 591,000 ha of cultivated land, place Andalusia on top of Europe.

Discover the taste of Andalusia.
Edited by LANDALUZ, Certified Quality Business Association

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This magazine has the support of Extenda, Trade Promotion Agency of Andalucia.

We would like to thank: Ángel León, Willy Moya, Hiniesta Toro Díaz, Francisco Javier Rodríguez Gómez, Herpac, Bodegas Góngora.

Depósito Legal: SE-0181-06
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Dear Friends:

It is an honor for me to have the opportunity of addressing myself to you for the first time this year, 2008, of which we have already been able to enjoy for a few months. For another year, the goal of LANDALUZ is to carry the best and most select of its industry, gastronomy, and culture to all corners of the world. And one of the best tools for carrying out this plan is our international magazine Andalusian Flavour already on its ninth issue.

We begin this year with a special focus on one of the most emblematic products of the gastronomy of our region, a type of dry sherry named “Fino”, and its best possible partner (pairing), dried, salted tuna fish known as “mojama de atún”, a traditional staple of the southern coasts of Spain.

“Fino” is a fundamental part of Spanish and Andalusian gastronomy. There is nothing more typical than to enjoy some “tapas” accompanied by “Fino” wine. Everything connected to this wine defines a lifestyle and a way of enjoying the culture of Spain.

To taste Andalusian “Fino” is to participate in an experience which opens up a wide range of sensations. Its unmistakable taste and personality have converted it in one of the most internationally recognized and cherished wines of Spain. Enjoying a glass of “fino” in a bar or tavern in Andalusia, with its unique charm and its welcoming people, offers the visitor unforgettable moments.

And there is nothing better to accompany a glass of “fino” than a delicious and traditionally prepared slice of “mojama” (salted dry tuna fish). From the ancient Arab “musama” to modern times, the “mojama” has not lost its exquisite and intense sea flavour.

To introduce these and other quality products, LANDALUZ and many of its companies were present and participated once again in the yearly ANUGA fair held in Cologne (Germany) this past October. We had the opportunity to present to importers, distributors, the specialized press, etc. The broad range of quality product available.

We have started 2008 with renewed energy and excitement facing a future full of new challenges, with more clients and covering more countries which will give us the opportunity to showcase the best of our gastronomy in their shops. With this same enthusiasm we will be present at the PLMA in Amsterdam and SIAL in Paris, as well as in numerous events to promote our food and drink products throughout the world.

And the only true way of presenting all of this valuable knowledge is through our magazine, Andalusian Flavour, to which we will dedicate our greatest efforts and ideas to provide all readers with information, quality and enjoyable entertainment.
The Department of Tourism, Trade and Sport, through the Trade Promotion Agency of Andalusia (Extenda) organised the attendance of eleven Andalusian companies at Foodex 2008, the main agro-food fair in the Asian market, held from 11 to 14 March in Tokyo (Japan).

Foodex, which received over 95,000 professional visitors from 60 countries in the 2007 edition, is the most important sector fair in the Far East and the Pacific Rim. This event draws leading buyers from the food sector, including wholesalers, retailers, hotels, supermarkets, catering companies and restaurateurs.

With its support for this promotional event, the Regional Government aims to increase and diversify the presence of Andalusian products in the Japanese market, which imports 44 billion dollars worth of food products very year and where sales from the region mainly include oils, fish and meat products.

The Andalusian companies exhibiting in the 33rd edition of this event came from Jaen (Productos J. Jiménez, Castillo de Canena Olive Juice, Aceites Guirado Noguera and Aceites Guadalentín), Seville (Chambergo Cía. Exportación), Granada (Piscifactoría de Sierra Nevada), Malaga (Triselecta and Frigoríficos Andaluces de Conservas de Carne), Almería (Bodegas Alto Almanzora and Consorcio Español del Jamón) and Cadiz (Maxmeridia).
Andalusian flavour

NEARLY FIFTY ANDALUSIAN COMPANIES FROM THE AGRO-FOOD SECTOR TAKE PART IN ‘FRUIT LOGISTICA 2008’

The Department of Tourism, Trade and Sport promoted the region’s products at the world’s main fruit and vegetable fair, held from 7 to 9 February in Berlin.

A total of 48 Andalusian companies from the Agro-food sector took part in Fruit Logistica 2008, regarded as the most important fruit and vegetable fair in the world and which was held from 7 to 9 February in Berlin (Germany). The region’s presence was supported by the Department of Tourism, Trade and Sport, through the Trade Promotion Agency of Andalusia (Extenda).

The Department organised a number of activities in the Andalusia pavilion, which covered an area of 1,634 square metres. Participating firms were provided with promotional leaflets, a tasting area, Internet and an institutional area with access for the region’s press and other media.

The Andalusian presence at the 16th edition of this event was also supported by the Agriculture and Fisheries Department and the Andalusian Chambers of Commerce. Activities included tasting events and the award ceremony for the 3rd edition of the Almeria Prizes. Tomato and potato tastings also took place and there was a presentation on the biological revolution currently underway in the province.

Fruit Logistica, aimed exclusively at professionals, covers all sectors and services related to the fruit and vegetable trade, from seed production to point of sale, and including classification, packaging and distribution. On this occasion, the fair was attended by 1,850 exhibitors from 72 countries and over 35,000 professional visitors.

Andalusian attendance

Of the participating companies from the region, five were from Cadiz (Algaida Flor, Talflor, Coproduc, W.H. Knights of Spain and Torremesa) and another six from Huelva (Asociación Onubense de Productores y Exportadores de Fresa, Special Fruit Spain, Asociación de Cricultores de la provincia de Huelva–ACPH, Autoridad Portuaria de Huelva, Hortifruit España, Southern Sun and Onubafruit).

Almeria was represented by 13 organisations (Agrupalmeria, Hortosalvi, El Ejido Town Council, Roquetas de Mar Town Council, Ferva, Fundación Bahía Almeriexport, Koppert, Vegacñfa, CASI, Ágroponiente, Nature Choice, SAT Costa de Almería and Vicasol). Brands from Cordoba (Campiña Verde Ecosol and Cofrumark Q.D.F.) and Malaga (S.A.T 2803 Trops) also presented their quality products.

A total of nine Seville companies were also among the exhibitors at the fair (Asociafruit, Autoridad Portuaria de Sevilla, Cricitcos Andaluces, Comercial Frunexa, Faeca, Five Senses Group, Inter-Terra, Freshroyal and Campo Rico Export) together with twelve from Granada (SCA El Grupo, Cooperativa Agrícola San Isidro de Loja, Carchuna La Palma, Espárrago de Granada, Hortovilla, Los Gallombres, SCA Centro Sur, Procam, Sol de Fardes, Agrícola San Francisco, Hortoventas-Tres Marías and Los Fresnos).
A group of six brands took part in this event, which is being organised by the Department of Tourism, Trade and Sport and held in Santiago de Chile from 10 to 13 March

The Department of Tourism, Trade and Sport, through the Trade Promotion Agency of Andalusia (Extenda), organised a visit to Santiago de Chile for six Andalusian olive-growing companies to study possible investment opportunities. The trip, which took place between 10 and 13 March, was aimed at consolidating the presence of regional brands in this Latin American country.

The meeting was held with the collaboration of CORFO, the Chilean Economic Development Agency, with which the Andalusian Regional Government has worked on mutually beneficial projects for some years. CORFO provided support for identifying investment opportunities for Andalusian companies in sectors that contribute to industrial development in Chile.

The Andalusian delegation also attended the International Olive Industry Investment Opportunities Forum held in Ovalle, in the Coquimbo region and which coincided with their visit.

The Andalusian brands specialising in technology for improving olive yield and production came from Seville (Bogaris Agriculture, NBT and Oleoquivir), Cordoba (Anfora Quality Products) and Malaga (R.V. Agro and Hojiblanca).

The Chilean market

Chile is the most politically and socially stable country in Latin America and its continued economic development, with a 3.2% growth in GDP during 2007, makes it the main driver for modernisation on the American subcontinent. In addition to being an interesting market for Andalusia, it is an ideal platform for breaking into other countries, both in America and in Asia and Oceania.

Andalusian companies such as Agriquem, Agrosevilla and Azvi have already set up successful commercial operations in the area with the support of Extenda’s services and programmes, delivered through the Business Promotion Unit run in Chile by the Andalusian Regional Government.
Sixty-nine products from eleven Andalusian agro-food brands took part in a promotion in the Culinaris chain of gourmet food shops in Budapest (Hungary). This gastronomic event, held from 18 February to 7 March, was organised by the Department of Tourism, Trade and Sport, through the Trade Promotion Agency of Andalusia (Extenda).

The aim of the event was to provide incentives for added-value brands to break into this market and included tastings and cookery classes. The shops taking part in the activities were decorated with panels showing Andalusian products and images of the region.

Regional companies presenting their products in the Hungarian market were: La Carloteña, Ubago, Inés Rosales, Envasados Lola, Dhul, Arte Oliva, Fragata, Barbadillo, Sandeman, Bodegas Hidalgo la Gitana and Terrafood. The Andalusian brands were supported by eight Hungarian importing companies.

Culinaris, which backed the promotion by publishing an information leaflet on all the Andalusian products involved, hosted this event for the second time, following the first edition held in its shops last October.
ANUGA 2007

One of the world’s most important trade fairs in the Agro-food sector took place from 13 to 17 October 2007 in Cologne (Germany). As was to be expected, LANDALUZ - Asociación Empresarial de la Calidad Certificada (Certified Quality Business Association) attended once again, representing the interests of its over 120 member companies. This was made possible by the customary support of EXTENDA - Agencia Andaluza de Promoción Exterior (Trade Promotion Agency of Andalusia), whose institutional stand acted as operations centre. Also collaborating in the event were ICEX (the Spanish Institute for Foreign Trade), the Regional Government Department for Agriculture and Fisheries and the Andalusian Chambers of Commerce Council.

The Fair was visited by a number of VIPs, including the Regional Minister for Agriculture and Fisheries, Isaías Pérez Saldaña, the Director of Industry and Agro-food Promotion, Ricardo Domínguez García-Baquero, and the President of the Andalusian Chambers of Commerce Council, Antonio Ponce, who all had the opportunity of visiting the Andalusian companies represented.

Together with 163,000 visitors from 175 countries, 26 Andalusian companies took part in this edition of

LANDALUZ members were present in the Fair’s various pavilions according to their sector. In addition to its institutional stand, EXTENDA provided a restaurant area for the companies who came to support it and where they could network and discuss business with their contacts while tasting the delicious products on display. As in previous years, the oil tasting organised by EXTENDA in a specially equipped area was a great success.

Apart from the institutional side, LANDALUZ’s main activities during the Fair included supporting its members and EXTENDA as well as recruiting new companies. At commercial level, very important contacts were set up with the German importers “WEINKONTOR FREUND”, “VINOS BARRÓN”, “ANDALUSIEN GARUM”, the Dutch company “DAELMANS” and “DANIELS” from Great Britain. In communication and the press, Ralf Bender, Editor in Chief of the specialist German magazine “LEBENSMITTELZEITUNG” expressed his interest in visiting some member companies’ facilities in order to include them in his reports. The Canadian publication “ORGANIC & WELLNESS NEWS” expressed interest in receiving more information about LANDALUZ. The communication expert Harald Klöcler, an habitual EXTENDA collaborator, congratulated the Association on the image and content of our Andalusian Flavour magazine. Lastly, other worldwide importers and distributors were contacted due to their relevance for our members and have been added to our contacts database.

ANUGA Cologne is aimed at sector professionals: purchasing and marketing managers, specialist trade and distributors, commercial co-operations, commercial representatives, the food industry and its suppliers, the HORECA channel and managers of companies carrying out installation of catering equipment, executives from large-scale establishments and from commercial technology and distribution systems.

On balance, we can state that this has been a positive experience for LANDALUZ and has served to set up a number of new contacts with worldwide importers and distributors, a step that contributes to the continuous improvement in the services delivered by the Certified Quality Business Association to its members.
THIS WHITE WINE IS WONDERFUL

THIS ONE IS FKCFI I FMT

ANDALUSIAN QUALITY
SOMETHING ELSE
THIS ONE IS SUFFRA

BUT THIS ONE... THIS ONE IS SOMETHING ELSE

Choose CAI INAN CERTIFICADA, the label that distinguishes our very best foods.
A glass filled with
Fino

Andalusian culture
Fino

is a generous wine characteristic of the Jerez and Montilla-Moriles regions in Andalusia (Spain). It is served cold leaving a dry sensation on the palate which is intense, smooth and light, with a delicate almond bouquet. To try Andalusian fino, is to participate in an eye opening experience to a wide range of sensations. Its distinct flavour and personality has become a highly valued and internationally recognized wine. As we immerse ourselves in southern Spain and discover the world that surrounds this delicious wine, deeply rooted in the social and festive culture of Andalusia, we discover not only a beverage but a way of life.
enjoy a glass of fino in an Andalusian tavern or bar, with its unique charm and welcoming atmosphere of its people, with no doubt will provide unforgettable moments. A happy atmosphere and friendly conversation flow between glasses of wine and tapas of the regions best products, such as cured jam, mojama (dried salted tuna), fried fish, assorted cured sausages, shellfish and cheeses. While savouring its distinctive flavour, you will hear how the wines of Andalusia acquire their extraordinary characteristics and quality thanks to the regions geographical location, its perfect climate and its completely natural, biological elaboration.

Created using the traditional biological crianza (aging) methods under the velum of flour yeasts, stored for years, in barrels of the best oak placed in large, cathedral like warehouses. Pour it in your catavino -glass or cup used for wine tasting-, rejoice with its scent, some with light olive like tones -in these fields the roots of the grapevines and the olive trees are interwoven-, savour the nuances of its sharp bouquet and its infinite aromas.

Those originating in the Montilla-Moriles region can be differentiated of Jerez finos for being somewhat less dry, providing a salty, slightly yeasty and bitter almond bouquet.

The Process

The variety of grape which is used for the production of this wine is Palomino. The process is similar to any white wine up until the mosto (a recently fermented young wine) is obtained.

Once this wine is produced, which usually contains an alcohol level of 10.5º, if the minimal requirements of finura -subtleties- are met, and after separating the lias or sediments formed in the fermentation tank, the wine is supplemented (the addition of alcohol) with 15-15.5º. It is then placed in casks of American oak. It will remain in this phase, referred to as “sobretablas” or static process in which wines are introduced into oak butts, one or two years. At this point a second classification takes place. If its bouquet is smooth, but sharp with a subtle dry flavour and a slight almond aftertaste, it will be chosen for fino production moving into the next phase known as soleras and criaderas or dynamic method where the casks of wine are stored in horizontal rows, with the bottom row or solera containing the oldest wine, and the younger wines in the rows above.

All production of sherry wine is performed with the flour yeast (also known as “velum”), which is quite sensitive to humidity and temperature changes, making its production possible only in specific areas of a winery. The buildings orientation and dirt floors, sometimes made of albero (light yellowish dirt used as floor covering), help to elevate the humidity. A generous amount of space is needed within the cask to encourage the growth of the yeasts over the aging wine, reason why they are not completely filled. Under these conditions the Fino maintains a bright yellow-golden hue, the colour of a young wine, even though its has been aging for several years in wooden barrels (the standards of Denominación -Designation of origin- require a minimum of three years). The flour yeast prevents the formation of a more yellowish brown
Flavours

Flavours and amber pigmentation typically found in other mature white wines which have not undergone the biological aging process.

Jerez Region

The production zone of the Designation of Origin of Jerez-Xérès-Sherry, Manzanilla-Sanlúcar de Barrameda and Jerez Vinegar (commonly known as “Jerez Region”), covers eight municipalities in the province of Cádiz and one in Sevilla. They are considered locations with a clear meridian accent, positioned in the southern part of the Iberian Peninsula and therefore enjoy very defined climactic characteristics: great levels of solarization (more than 300 days of sun a year), very smooth winters and extreme hot summers; an important rainfall rate (surpassing the 620 litres per m² a year) and two dominant winds -the warm levante (strong easterly Mediterranean wind) and smooth and humid poniente (westerly wind) which combined provide a proper grape growth rate with the moderating effect of high summer temperatures.

Within the Production Zone we find vineyards in the area traditionally known as Jerez Superior, where the particular physic-chemical composition of the soil -named “tierras de albarizas” (white soil rich in lime) - as well as its climatologically characteristics and location, are the most suitable for the production of quality wines. The remaining of the Production Zone is traditionally known as the Jerez Zona. The existence of different preferences in the market towards the many types of wines of Jerez, might explain the evolution experienced within each of these markets as it matches the total distribution of sales by each wine variety.

The most sought after type of Jerez is still Fino, with 25% of total sales.

International Market

Traditionally and throughout history, exportation has been a very important part in the commercialization of wines from Jerez, practically three fourths of the wine production is consumed outside our borders (Spain) annually. In total, international sales in 2006 (last data presented by the Regulating Council) reached more than 42 million litres, headed by the Fino wines, which represented a 25,18% of total exports in 2006 (a total of 10,661,728 litres). The country to which more Fino is exported is Holland, followed by England, Belgium-Luxemburg and Germany.

Montilla-Moriles Region

Pale, dry, slightly bitter and transparent yellow-gold hue, with touches of topaz and green colours in the more delicate types. Fino is the Montilla-Moriles prototype of wine and the most popular when its time to enjoy a drink.

If you wish to take home some Fino, please note the following recommendations: unlike other wines, it is required to keep the bottles vertically positioned. Also, because of its delicate nature, it must be consumed in the months following its bottling, and once opened it is necessary to keep them refrigerated, sealed correctly, for a maximum period of one week, otherwise the wine will loose most of its qualities.
Nothing else could be expected from such noble lineage and unique aging methods. Essential part of a fine dining experience. It’s a natural and noble wine which is tolerated very well and leaves no ill effects, when drank in moderation.

The Montilla-Moriles Denominación de Origen (D.O.) area covers most of the southern part of the province of Córdoba, specifically, 17 municipalities: Montilla, Moriles, Doña Menika, Montalbán, Monturque, Nueva Carteya and Puente Genil in their entirety, and parts of Aguilar de la Frontera, Baena, Cabra, Castro del Río, Espejo, Fernán-Núñez, La Rambla, Lucena, Montemayor and Santaella.

**Fino, the most universal of wines**

Fino from Montilla-Moriles are not only enjoyed in Spain, but many countries import these highly prized wines produced in Andalusia. Belgium leads all exports with 40%, followed by Canada with 16% and Holland with 14%. Other countries such as France, England, Denmark, Germany... In total, over the last campaign 320,163 litres. of Fino have been exported.

If one would like to expand their knowledge and better understanding of the world surrounding “El Fino”, you may discover how its produced or the secrets of the sampling process (cata) and preservation, and even visit the wineries where its created. Aside from sampling its marvellous wines (caldos), one could also enjoy its distinctive architecture: with impressive arches and columns. Many of these constructions are ancient historical buildings which are decorated with exquisite taste.
Fino wine is obtained through a biological ageing process or under a velum of flour yeasts. To support the weight of growing horizontal stacks, the butts have a larger capacity and thicker barrel staves the closer to ground they are. They are filled 4/5ths, approximately, of their capacity and, after a few days, those barrels that have been chosen for biological ageing begin to develop over the liquid small groups, whitish in colour and scarce thickness, which are shaped like flowers. Slowly, these flowers keep growing until they form a continuous velum which completely covers the liquid layer in contact with the air. This layer of cream has nothing to do with those which can appear on the wine’s surface, of similar texture, unfortunately for the wine and its owner, causing acidification, loss of alcohol and other harmful effects.

The majority of Córdoba flour yeasts, particular to each specific vineyard or district, belong to the Saccharomyces genus. More than two-hundred types are known whose nominations and conditions to form the velum are so numerous that it seems preferable to speak simply of flour yeasts to avoid confusion. The transformation which they exert over the wine is quite notable, having found in many Finos dozens of new products which were not present in the original wine. At the same time, other elements such as glycerine, malice acid and volatile acidity disappear or are considerably reduced.
In 1955, Juan Carrellán González, with the collaboration of a group of family farmers in Bollullos, decided to create a cooperative - Vinícola del Condado – becoming the largest in Andalusia and one of the major associations in Spain. The combined production of the partners’ vineyards in conjunction with excellent production installations, they have managed to mix tradition with the latest technology to elaborate some high quality wines in the area.

Founded on September 1st, of 2002, Bodegas Privilegio del Condado S.L. main objective has always been to advocate the commercialization of its wines and vinegars bottled by the wine-growers cooperative before mentioned. Currently, it is a cultural point of reference among the wine-makers in the Region of Huelva, gradually penetrating the national and international markets.

For more than 170 years, González Byass have relied on research and quality when it comes to their products, of which stands out “Tío Pepe” –world leader in sales of Fino-.

In the 80’s, González Byas’s bet on the development of milder wines, which reflects the presence of the company in the key Denominaciones de Origen (DO- Designation of Origin) in Spain.

For more than 170 years, González Byass have relied on research and quality when it comes to their products, of which stands out “Tío Pepe” –world leader in sales of Fino-.
The name Gracia comes from its founder, Francisco Gracia Naranjo, a local gentleman who saw an opportunity during the great boom in the late 1950’s to create his own winery. He was a chemist, his father a military man and, always ready, restless, with an adventurous spirit. Only four years later the business becomes a public limited society, bringing into the company his wife and his children, and officially adopting the name Gracia Hermanos which continues to be used today.

Today, Gracia Hermanos belongs to a group of companies encompassing some of the most important wineries in the region such as, Pérez Barquero, Tomás García and Compañía Vinícola del Sur.

COBOS with the quality of its wines as a reference and over a hundred years of tradition today enjoys of prestige and notoriety in the national and international markets.

Currently COBOS installations occupy an area of over 100,000 m² and they manage their own vineyards with over 1,000,000 stocks.

FINO CORREDERA

D.O. Montilla Moriles
Variety: Pedro Ximénez.
15 %Vol.

Clear yellow hue lighter than straw, pale golden overtones, clean and bright.
A Nose of medium intensity, pungent aroma, it feels more like a Jerez tan a Montilla with spices, ripe peach and caramel of torrija (bread soaked in wine later to be baked, similar to French toast).
Over the palate it has a fresh attack, intense, slight dry sensation, fruity, slight separation of the alcohol, significant woody retro-olfaction.

TAUROMAQUIA

D.O. Montilla Moriles
Variety: Pedro Ximénez.
15 %Vol.

Clear yellow hue lighter than straw, pale golden overtones, clean and bright.
A spiced and smoky Nose, reminiscent of pitted fruit blended with spices (Szechuan pepper and cardamom clove).
The palate has a light first impression but with a good attack as it moves through the mouth, fresh with low acidity, slight dry finish, medium retro-olfaction with touches of salt and spices.

FINO COBOS

D.O. Montilla Moriles
Variety: Pedro Ximénez.
15 %Vol.
Clear yellow hue lighter than straw, pale golden overtones, clean and bright.
A Nose of medium-low intensity, hints of aged oak, saline traces, somewhat empyreumatic (smoked, toasted wood aromas).
Palate impressions: dry attack, wood traces, bitter aftertaste, very dry retro-olfaction, slight saline hint.

MARÍA DEL VALLE

D.O. Montilla Moriles
Variety: Pedro Ximénez.
15 %Vol.
Clear yellow hue lighter than straw, pale golden overtones, clean and bright.
A Nose of medium-low intensity, caustic (intense, volatile), slightly balsamic, reminiscent of well toasted wood and hints of baked yeast, quince fruit.
Palate impressions: smooth attack, fresh and fruity, slightly accentuated acidity, persistent retro-olfaction, reminiscent of dried fruits, bitter almonds with a shorter finish.

FINO POMPEYO

D.O. Montilla Moriles
Variety: Pedro Ximénez.
15 %Vol.
Clear yellow hue lighter than straw, pale golden overtones, clean and bright.
A Nose of medium-low intensity, hints of aged oak, saline traces, somewhat empyreumatic (smoked, toasted wood aromas).
Palate impressions: dry attack, wood traces, bitter aftertaste, very dry retro-olfaction, slight saline hint.

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Palate impressions: smooth attack, fresh and fruity, slightly accentuated acidity, persistent retro-olfaction, reminiscent of dried fruits, bitter almonds with a shorter finish.
Pérez Barquero

For the Pérez Barquero generosos to acquire their magnificent qualities which make them exceptional, to the alberos (whitish soil, rich in lime) complexion, to the grapes richness and delicacy, and the unique Andalusian climate, it is necessary to add a natural ageing process.

In the Bodegas – truly Cathedral-like, based on their structure, stillness and magnificence -, after a rigorous selection, the wine is slowly poured in American oak casks aligned in cachones (grouping of barrels).

A tour of its vineyards, a thorough visit of its Lagares (a shallow stone trough traditionally used for the foot-treading of grapes) from Aguilar de la Frontera, have steadily grown in size as in solera (tradition) and quality.

Aecovi

AECOVI’s products represent the choice of wines and vinegars elaborated with cutting edge technology using the traditional Sherry aging system of oak casks.

Aecovi’s products therefore signify a choice with guaranteed quality; - Aecovi-Jerez is “ISO 9001” certified – Their wines and vinegar correspond to the “Jerez-Xérés-Sherry”, “Manzanilla-Sanlúcar de Barrameda” and “Vinagre de Jerez” D.O.s or to the “Vinos de la Tierra de Cádiz” label. - They are made from grapes with “Integrated Production” certification. - All these wines display the Andalusian Regional Government’s “Calidad Certificada” quality label. Red and White wines produced in Cádiz are marketed under the “Vinos de la Tierra de Cádiz” label.
Cruz Conde

A commanding officer in the army, Rafael Cruz Conde founded this Bodega in the year 1902, in which his objective was the elaboration, ageing and commercialization of wines protected by the Denominación de Origen (DO – Designation of Origin) Montilla-Moriles.

An important organization was developed which completely covered the entire wine-making process, from the privileged of cultivating the best vines in the region’s most sought after land, to the elaboration of the mostos employing the latest techniques, ageing in barrels of American Oak by soleras and criaderas (last phase in ageing process – wine is drawn from the lower casks and replaced with younger wine from the top casks), and its subsequent commercialization.

Bodegas Cruz has quickly grown to become a leader in its field, obtaining an important market share and placing its brands between the most popular and recognized at the national as well as the international level, clearly recognizable by the Cordobesa (from the province of Córdoba) woman of the well known painter Julio Romero Torres, specially crafted for the winery’s bottles.

Alvear

Bodegas Alvear is one of the few Spanish wineries that can pride itself in a long winemaking tradition since its foundation in 1729, which set in motion the story of one of the most prestigious and internationally recognized wineries of Andalusia.

Alvear has known how to preserve, after all these years, the company’s family structure combining tradition and modernity.

Alvear Finos are wines without the encabezar treatment. The quality of the Pedro Ximénez stock, together with the areas geological and climactic conditions, after the fermentation process, are transformed into wines with a natural alcohol content up to sixteen proof, no need to encabezar, which is to say, the addition of extra alcohol. These wines will experience the miracle of ageing under the velum of flor, a natural biological process where the wine develops groups of yeasts which form a white layer over its surface.

FINO EN RAMA 2004

D.O. Montilla Moriles
Variety: Pedro Ximénez.
15 %Vol.
Clear yellow golden hue with a touch of amber, golden overtones, more intense in colour than other Finos in general, somewhat cloudy.
With the wine resting it has a Nose reminiscent of damp wood, after swirling, steely, floral hints, balsamic, herbaceous (aromatic plants or hay), reminiscent of finocchio.
To the palate, dry attack, it is a very extensive Fino, persistence, powerful, saline hints, accented acidity and bitterness but very well balanced.
As a personal note, the best of the whole wine tasting.
**Aragón**

Lucena brings us an ancestral wine-producing tradition, in which Bodegas ARAGÓN Y COMPANÍA has dedicated itself, since its conception more than 100 years ago, to the production of Fino, Amontillado and dulces Pedro Ximénez following the traditional ageing methods and standards of the Denominación de Origen (Designation of Origin) of Montilla-Moriles.

Bodegas ARAGON Y CIA has opened its doors to all visitors and enthusiasts of oenological tourism to share its cultural heritage as part of the Montilla-Moriles Wine Route (RV). The most valued tradition is the ageing of their wines, reason why they are preserved under the best conditions possible. Their new installations will accommodate more than three thousand casks of American oak (some over hundred-years-old), designed for the ageing of its FINOS, AMONTILLADOS and dulces PEDRO XIMÉNEZ.

**Góngora**

The Bodegas Góngora was founded in 1862. Located in Villanueva del Ariscal, in the Aljarafe region of Seville, specifically in the old Pata de Hierro Estate, name bestowed in honour of a white horse which arouse the admiration of a descendant of the last Moorish King of Granada.

Presently, it is the seventh generation of the Góngora family which is fully in charge of the elaboration of Finos, Generosos, and Brandies, applying three centuries of knowledge and experience to their wines.

**Caydsa**

Since its beginnings in 1083, Bodegas CAYDSA has dedicated all their efforts to the careful selection of the best grapes and consequently to the elaboration of quality wines under the traditional system of “Criaderas y Soleras” and the rigorous control of high technology.

In recent years, Bodegas CAYDSA has adapted all the elaboration processes with the most innovative oenological technologies to continue producing the best wines from the Palomino variety of grape found in the Jerez district.

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**MORILES 47**

D.O. Montilla Moriles
Variety: Pedro Ximénez.
15 % Vol.
Clear yellow hue lighter than straw, pale golden overtones, clean and bright.
A Nose reminiscent of raw yeast, barrique and white flesh fruits (apples, pears).
To the palate, dry attack, fresh, fruity aftertaste with a medium-high intensity, reminiscent of pitted white flesh fruits.

**PG.**

D.O. Montilla Moriles
Variety: Pedro Ximénez.
15 % Vol.
Clear yellow hue lighter than straw, pale golden overtones, clean and bright.
A Nose reminiscent of the wines for yeast, toasted bitter almonds, cashew nuts, American hazelnuts, nuts in general and white flowers.
Clear positive sensations and fresh but slightly caustic (intense, volatile) aromas.
To the palate, smooth attack, alcohol very well blended, pleasant acidity level, short finish but with lengthy retro-olfaction reminiscent of brioche (type of sweet French bread) and sea tones.

**ALJAREFE**

Variety: Palomino Fino.
15 % vol.
Clear yellow hue lighter than straw, pale golden overtones, clean and bright. A medium-low intensity Nose. Very fruity Fino, reminiscent of lychee fruit, sotobosque green apples, millefueille. To the palate, accented acidity, dry and somewhat short aftertaste, hints of fruit.

**FINO PATA DE HIERRO**

Seville
15 % vol.
Clear yellow hue lighter than straw, pale golden overtones, clean and bright. A healthy intense Nose, with the wine resting, reminiscent of nuts, bitter almonds, green tones, “Granny Smith” apples, cormice pears, phosphorous, fresh wood, lavender, pungent (alcohol) aromas.
To the palate, somewhat short, dry sensation, slightly alcoholic, bitter finish, medium-long intense alcohol, fresh retro-olfaction.
Presently Bodegas Garvey operates from the Bellavista Complex, where they feature the centralization of all their activities. In the new headquarters we find the main offices, the crianza (ageing) bodega, bottling and cargo warehouses, which gives the winery a quick response time and adequate flexibility. Their vineyards cover great extensions of land. It is not easy to achieve such a privileged position as Bodegas Garvey currently has, making it one of the most important company’s in the Jerez sector at the national and international levels. The main export markets are England, Holland, Germany, Denmark, United States, Belgium, Sweden, Norway, Canada, Japan and many countries of Latin America.

In the last decade the company’s stock of wines and brandies has quadrupled, and sales have increased in the same proportion. The bottling lines can produce up to 38,000 bottles an hour.

The establishment of the Bodegas José Estévez S.A. date back to the year 1809. Since 1974 the Estévez family controls 100% of the company, preserving the family business atmosphere developed throughout the years.

The company has always assigned great relevance to the ageing process of its wines, caring for them with skilful refinement and interest. Bodegas José Estévez S.A. is equipped with the countries latest technology and machinery available.

Garvey Jerez

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Bodegas Lama

Bodegas Lama, S.L. is a family business which was founded in 1885. Its long history has been characterized by a continuous effort to present its clients with the highest quality wines possible. For this reason, the wine cellars are equipped with state of the art technology, without forgetting the importance of traditional and natural ageing methods, the selection of the best fruits the soil has to offer and a committed professional team ready to produce a natural and “de la tierra” (VT) wine.

As a result of this effort many of their products have been distinguished with the Calidad Certificada (Certified Quality seal), being the first winery in Córdoba to obtain this honour for its wines with the Denominación de Origen (Designation of Origin) Montilla-Moriles Region and for its Tinto wines with the Geographical Indication “de la tierra” (VT) of Córdoba.

**LOS ÁNGELES**

D.O. Montilla Moriles.  
Variety: Pedro Ximénez.  
15 %Vol.  
Clear yellow hue lighter than straw, pale golden overtones, clean and bright.  
A Nose of medium-high intensity, reminiscent of white flesh fruits (apple, pear), nuts, raw yeast, well blended barrique, sweet tones, candy like...  
To the palate, smooth attack, fresh slightly sweet, medium to lengthy aftertaste, candy like essence returns.  
In my opinion it is a very well produced Fino, breaks the mould with the “generics” and at the same time it is easy to drink.

**FINO LAMA**

D.O. Montilla Moriles.  
Variety: Pedro Ximénez.  
15 %Vol.  
Clear yellow hue lighter than straw, pale golden overtones, clean and bright.  
A Nose of medium-high intensity, elegant and fresh. With the wine at rest, empyreumatic but after swirling it loses those toasted smoky aromas becoming fruiter.  
To the palate, smooth attack with hints of residual sugar, slight bitter aftertaste and slight separation of the alcohol.
Bodegas Delgado is located in Puente Genil, Córdoba, and its origins date back to 1874. Complete dedication to the business and extreme care taken in the selection of the best regional grapes as well as the excellent qualities found in American oak casks for ageing wine, made it possible for the winery to establish itself as a company of renowned prestige in the area.

Since, the winery has continued with its work always marked by one objective: the quality of its wines. At present, the fourth generation of Delgado’s are still leading the company. If there is something which defines this winery, it is the preservation of its traditional roots in the elaboration of their wines, always having in mind the incorporation of new technology to benefit production without affecting quality.

www.bodegasdelgado.com
Hiniesta Toro Díaz is considered since last February the best sommelier in Andalusia. The decision at the 17th edition of La Nariz de Oro (The Golden Nose), where she rose victorious over seventy participants which came from all eight Andalusian provinces to participate in this prestigious event. The competition consisted in identifying five different varieties of wines with very similar bouquet characteristics. Only those sommeliers’ capable of presenting a complete and accurate description of the wines have qualified for the Golden Nose 2008 finals to be held in Madrid during the 21 and 22 of June.

We did not want to overlook this event at Andalusian Flavour since FINO is the main theme in this issue. Hiniesta Toro collaborated by carrying out the tasting of our wine selections. A real treat.

Trajectory

In 1998 she obtains the certificate of Hotel and Hospitality Services from EURODIP and a Hotel and Restaurant Management degree from the School of Hotel Management of Seville Taberna del Alabardero (Tavern of the Palace Guards).

Between 1998-2000 period achieves a Masters in Hospitality Business Management and Direction from the prestigious School of Hotel Management of Seville (Taberna del Alabardero). In 2007 completes her Masters of Sommelier at the School of Hotel Management in Marbella (Málaga).

Currently, Hiniesta applies her professional expertise at “Delaterra”, a store specialized in wine distribution, tasting and wine tasting courses.

Among other things, Hiniesta Toro was 1º MaitreD’ at Macis culinary restaurant (Restaurant Sommelier, in charge of elaborating the wine lists for the restaurants, purchase of wines and winery management), as well as 1º MaitreD’ at Hacienda la Boticaria Hotel in Seville.

The tastings were performed by Hiniesta Toro, Matías Vela and Nazaret Ramos, except for the Bodegas Estévez and Garvey Group wines.
Fino, the best of Spain

Fino is the most distinguished Spanish wine worldwide, genuine and of excellent quality. It is considered a generoso wine which is only produced in Andalusia, typical of the regions of Jerez and Montilla-Moriles.

It is characterized by its pale golden colour, dry flavour and pronounced aroma. Fino has an alcohol content of 15% vol., and the varieties used for its elaboration are Palomino grape in the Jerez region, Pedro Ximénez grape in the Montilla-Moriles region, and Zulema y Gamido grape in the County of Huelva.

The main differences in the methods of elaboration compared to other white wines is the encabezado (fortification – addition of pure wine alcohol), the biological ageing process under the velum of flor yeast for at least four years and the criaderas and soleras (last phase in ageing process – wine is drawn from the lower casks and replaced with younger wine from the top casks) system.

Thanks to these techniques we are able enjoy some of the most unique wines in the world which express distinct and amazing aromas and flavours. It has been an honour sampling these wines and best of all, it is ours, product of these lands, our climate, our vineyard stocks... with no doubt, the finest ever created in Spain.
Mojama,
With

the first full moon of May, the great red tunas (*Thunnus thynnus*) migrate from the cold waters of the Atlantic Ocean, to their breeding grounds in the warmer Mediterranean Sea. During this migration these large fish must cross the Straight of Gibraltar, which they achieve by staying close to the coastline. Through the month of June, and following the same route, they swim back out to the Atlantic. We first made mention to the *atún de derecho* (Incoming Tuna), secondly we addressed the *atún de reves* (outgoing tuna). This distinctive migratory routine has been utilized since ancient times by fishermen to capture this type of fish during the incoming as well the outgoing seasons, employing the famous *almadrabas* (tuna fishing nets). It basically consists in a system of fixed nets which intercede in the natural migratory path of these great blue fins. These traditional fishing practices continue once on land in which the *ronqueo* (quartering of the tuna) occupies an essential role.

As mentioned before, ronqueo is understood as the traditional method of quartering the tuna to maximize its uses. The quartering is performed in sections, based on the amount of fat found within the muscle. Generally those muscles closer to the spine are less fatty, therefore making it perfect for the elaboration of the *mojama* (dried salted tuna), while the surrounding flesh is ideal for smoking, canning or to be served fresh. The cut is performed lengthwise (parallel to the spine), being the muscle portion found along the spine the premium *mojama*, followed by other sections which will constitute the first class *mojama*, the loin area and sides respectively. All these parts are salted and stacked in layers interspersed with sea salt, later to be rinsed and allowed to naturally dry through exposure to sunlight and sea breeze. The belly or ventresca of the fish are equally aged in sea salt while stacked in layers and placed in large barrels. The process can last months keeping the barrels out of direct sunlight and under controlled temperatures. Meanwhile, the *huevas de grano* (salted tuna roe) follow a salt and aging process similar to the *mojama*. Finally, the underside pieces that have not been salted, as well as other remaining portions like the *mormos* or area right below the nape of the neck, *contramormos*, their part slightly behind the neck, *morrillo* or nape part of the neck nearest to the head, *facera* or gelatine like membrane found right below the eyes, and *galete* or internal area near the ear orifice and throat of the tuna are prepared fresh, smoked or processed for canning, depending on the case.

an art more than 3,000 years old
Origins. The Phoenicians

Tuna fishing and its later processing techniques originated in ancient times. The fishing methods as well as the different treatments which the raw materials is subjected to, have been modified as time and cultural changes have transpired throughout history. In any case, the basic principles have not changed much, since we are relating it to a series of activities where the initial concepts are practically the same as the ones we see today. The origins of this process can be traced back about three thousand years, as observed with the discovery of Phoenician coins in Cádiz where the engraving of a tuna appears. The presence of many ancient remains of factories throughout the length and breadth of the coast of Cádiz dedicated to the salting process, reaffirm the importance which the fish canning and salting industries in general, particularly tuna, had during this time. It was exactly in the VI and VII centuries, when a great number of production centres dedicated to the preparation of products obtained from the sea for public consumption and especially for exportation proliferated. On account of these practices, we also find numerous remnants of alfarés (clay factories) dedicated to the manufacturing of clay containers, amphoras, used in the transportation of products. This reaffirms the high volumes of exportation reached by these products.

The Romans

Since the third century B.C. the mercantile oligarchy in Cádiz became part of the Roman State joining forces against the Carthaginians. The Roman commercial routes established a series of important sea ports where most of the trade took place, before the products of each region made their way towards Rome. This circumstance lead to the re-launching of the cured salted tuna trade (salazón de atún), and therefore all of those activities derived from this peculiar industry also thrived, emphasizing the role played by the founding of the city of Baelo Claudia (what today is Bolonia,Tarifa), which achieved great prosperity and fame throughout the Roman Empire for the quality of its goods. We find one product which stood out from rest, known as Garum of Hispania. A type of salmuera made from leftover parts of tuna, and whose exact preparation remains a mystery. This sauce was highly regarded and became an indispensable part of the best Roman households. Regions such as Gades (Cádiz) and Nova Carthage (Cartagena) were also considered reputed export areas of this precious substance. The tuna was exported sliced and salted and rarely were they shipped in one piece, using the amphoral (ánforas) mentioned before.
The Visigoths

The invasion by the German hordes, and the consequent fall of the Roman Empire, brought a decline in many of the forms and customs of the roman populace. As with Cádiz, other coastal cities which once prospered, no longer did, and their inhabitants disappeared or only maintained seasonal practices which coincided with the fishing periods.

The Muslims

The perfecting and re-launching of the tuna fishing methods (almadrabas) and related activities came with the Arab occupation (VIII A.D.). We find this forwardness, this renewal on both sides of the Straight. Commerce improves, with the establishment again of some important sea ports.

Many of the technical improvements and elaboration methods of the art are due to the influence of Arab culture; hence many of the terms used nowadays are Arabic in origin (almadraba, arráez, mojama, ijar...).

The Recon quest. The monopolies of the XIII-XIX centuries

In the thirteenth century, after the Christians´ Recon quest found its way to the Andalusian shores, the almadraba fishing and exploitation rights were granted to specific Noble families by the Christian monarchs, as payment for their support and services rendered. In this manner, the House of Medina Sidonia established a monopoly for almost six centuries (XIII-XIX) over the exploitation of the entire Andalusian coastline.

In 1817 all nobility privileges were retracted over the exploitation rights of the almadrabas, transferring control to each towns´ guild.

Modern Times Perspectives

As a result of the importance which the exploitation of the almadrabas continues to experience throughout the
20th century, and the unification of the different tuna fishing guilds, the “Consorcio Nacional Almadrabero” (Almadrabero National Consortium) is created. This consortium functioned between 1928 and 1970, constructing and managing tuna fishing villages (almadraberos) such as La Atunara, Tarifa and Sancti Petri, among others. In this way, fishermen and all related activities (tuna cutters -ronqueadores-, maintenance, factory canning and salting personnel...) It is precisely during these years when one can speak of a “golden age” along the coastline of Cádiz, and of course, Barbate.

Currently, most of the red tuna (Blue fin -Thunnus thynnus) captured are set aside for the Japanese market. Those caught with the almadraba and assigned to these consumers, are beheaded, its loin and sides quartered, and quickly frozen at -60º C to conserve in its entirety the captured fish organoleptic characteristics. It seems like the demand at national level (Spain) is rising, the amount of red tunas available which are left for local consumption are minimal, due to the continued descent in the number of captures. In any case, we are living a resurgence in the salting practices where the use of rabil, also known as yellow-fin tuna (Thunnus albacares), complements or even substitutes completely the diminished red tuna (Thunnus thynnus). This type of tuna can be fished all year round in practically all the oceans by large tuna vessels, quickly deep-freezing them in its cargo cooling units to maintain the products quality. Furthermore, the ronqueo practiced on the yellow-fin is very similar to the methods applied to the almadraba tuna.
Herpac: One Hundred percent handmade crafted Company

By the shores of the almadraba, and protected of the winds of the Straight, we find Barbate. The labour of its people throughout the centuries, the air scented with salt and sea, are elements which shape its unique gastronomy. Herpac is created in this privileged environment, rooting its practices in millennial traditions with the intent of offering its clients 100% handmade elaborated products of excellent quality. No conflict can be found between the handmade elaborated products and quality in its daily practices; in fact, Salazones Herpac, S.L idea of excellence is not only seen by the acquisition of a “Certified quality” denomination by its premium and first class mojamas for its red tuna, as well as for its yellow-fin, but also for their work initiating the process to obtain the same honour for its smoked tuna, salmon and cod. In short. The main objective of Herpac is that in the near future, eighty percent of all its production be awarded with this prestigious denomination of quality.

Salazones Herpac was founded in 1986 as a family business, with its main activities being the elaboration of tuna, salmon, cod, and albacore cured in salt, smoked, canned and in semi-preserved forms. During the last few years it has been growing steadily. The new installations which are being built in the industrial complex El Olivar (Barbate) will double the current premises working area positioned within the city. Based on the projected growth in production capacity, it will be necessary to increase the workforce to meet future demands. Still in 2006 the company solid results with 1.612.200 of its handmade products sold.
me these two elements, as the English say: “are beyond words”, an attempt to explain, to express my opinion is futile; all I can do is teleport myself to the act of slicing a piece of mojama (dried salted tuna) and pouring a glass of chilled Fino (dry sherry wine)... Any mention of the Puerto de Santa María gives me goose pimples. Both products are symbols for the Gaditanos (native to the province of Cádiz). It is like trying to express an opinion of our carnivals or fairs, of a cruise on the harbour’s steamboat or of crossing the Strait of Gibraltar from the Puerto de Santa María stopping in Barbate along the way.

Mojama, the most generous fish product that man is blessed with; and Fino wine at its origin, we are talking of refinement and the enjoyment of the pleasures which the land and sea bring us in an explosion of flavour which should not be missed.
Mojama & Fino
the velum of flor yeasts of Generoso wines

For

the last several years, we have been working on a project with the velum of flor yeasts of Generoso wines (rich, full bodied wines) in conjunction with the University of Cádiz and their department of Food Science Technology.

But it is in 2008, when the project was reintroduced and backed up by the Andalusian Government, with which we have set up a committed team headed by Víctor Palacios, Luis Pérez, and Ángel León.

The velum of flor yeasts produced on the surface of the aging Generoso wines during the fermentation process, creates unique aromatic nuances in the yeast which are very interesting for use in the kitchen.

As a cook I have always wanted to prepare my dishes with Generosos, full rich bodied wines, but sought to avoid the higher content of alcohol which kills the essence of the product. When I learned of the existence of the velum of flor, which does not contain alcohol, I saw an opportunity. It is not possible to collect the velum of flor directly from the barrel, it must be manipulated within a laboratory setting, so it can be properly handled in the kitchen.

It is a project which has just begun, but presents a very well structured base and effective logistics. It is only 8 minutes by car between both the restaurant and the University of Cádiz. From the laboratory to the kitchen and from there to our patrons who, for the first time ever, will be able to sample the authentic rich full bodied Generosos in harmony with the food and drink without alcohol being the dominant protagonist.

Ángel León

Practical Data:
Restaurant Aponiente

Address: c/ Puerto Escondido, 6
Rivera del Marisco, 11500 El Puerto de Santa María (Cádiz)
Tel: +34 956 851 870
www.aponiente.com
INFUSION OF MOJAMA (SALTED DRIED TUNA)

- 35 fl. oz. mineral water
- 3 ½ oz. combu algae
- 14 oz. Mojama from Barbate (dried salted tuna from Barbate)
- 3 ½ oz. fermented white soy
- 3 ½ oz. fermented red soy

Preparation

- Allow the combu algae to stand in cold water. Once the algae is removed from the water, infuse the mojama at about 70º C for 15 minutes, setting it aside at the end of the specified time. When cooled, add a tablespoon of red soy and one of white. Salt to taste and heat, but never allow it to come to a boil, always maintain the temperature between 80º and 90º C.

GARNISH BASE FOR EACH PLATE

- Dice an apple in cubes (6 cubes) of 1/4 inch (Golden Smith green apples).
- Prepare the Mojama in the same manner as the apple and in the same quantity (6 cubes).
- Nuts (1 almond and 1 peanut).

FOR VELUM OF FLOR YEAST

- Extract the yeast from the barrel and place it in the laboratory oven. Once the process is completed, retrieve the yeast. It is now ready to emulsify in a mixer.
Willy Moya is an experienced restaurateur, from whom we have obtained excellent advice for our business. We were lucky enough to have met him during his time at Poncio, always being an excellent host on each visit. We jointly initiated a project which we called “Mar y Tierra” (Sea and Land) with very satisfactory results. We met up again in Dpintxos, San Sebastian, during the Basque Gastronomic Convention of mini-cuisine. It is always a pleasure to run into our Andalusian friends when attending such events. Such circumstances reinforces relationships and communication as we work to enhance our proposals as the representatives of Andalusia Gastronomy.

At the moment his project with ABADES offers a great challenge to which we are sure he will respond with the professionalism for which he is known based on his experience and knowledge. The location is impressive and we feel that it will soon be an important point of reference.

We would like to sincerely congratulate Willy on this new project. He deserves the best and we will never hesitate to work with him again should the opportunity arise.

Congratulations Willy from Aponiente
Willy Moya...
The moment. I studied social psychology and had a passion for cooking. Once I finished my studies I decided to follow my love for cooking and make it my profession. Ten years ago I opened the Poncio restaurant, a gastronomic project that did not exist in Seville, what today we call gastronomic or signature cuisine, chefs interpreting traditional dishes, etc. I humbly accepted the challenge because I felt Seville, in spite of having a wide range of gastronomic offerings that have not been fully exploited, deserved to have a high quality cuisine. It went well, the public began respecting me, allowing me to create more elaborate creations and until today, when I decided to make the most important change in my career and close my pride and joy, the apple of my eye and embark on a very ambitious project. I felt the time had come.

My dream. You have to believe in your goals and I do believe. Now I will have the opportunity of creating the restaurant of my dreams, of bringing to life in the kitchen all those ideas which I have wanted to develop with the inspiration necessary to have an impact in Andalusia; naturally, the limited means I had available, made for slower development.

Andalusian Cuisine. To say that Andalusian cooking is the best gastronomy at the national level would be very pretentious, but it is probably the most extensive and refined. Its traditions go back further than any other gastronomy, a great wealth of products and perhaps the least known. People, for the most part, associate Andalusian cooking only with tapas, gazpachos and cold soups.

On this new venture I have had the opportunity of associating with a powerful group in Andalucía to lead a culinary project that not only is centered around ABADES Triana, the purpose of which is to become a gastronomic core, where guests, not...
only will enjoy a signature cuisine restaurant, but will also have available several rooms, catering, a place for events, celebrations, etc.

Deep down, joining this group to lead a culinary project in Andalusia was a continuation of a decade long fight: elevate Andalusian cuisine a little.

On the banks of a river. I have traveled throughout many cities in Europe with a river, and I have seen very few restaurants of this size and capacity... Leading the team at ABADES Triana, I aspire to give an energetic push to the Andalusian kitchen and to signature cuisine that a few of us are now cooking like: Ángel León, Kisko García, Juan Carlos, and many more. I think now is the time, because that same gastronomic vitality we find in other cities is going to happen in Andalusia, in fact it is already happening.

Traditional Cooking. Traditional cooking is the basis of all gastronomy and it is what makes your cuisine unique and different from the rest; from that of Madrid, the Basque Country or Galicia. You have to defend what is yours, because, people may like it or not, but in the end that is what makes those who come appreciate the fact that it is different. In Andalusia, cooking has always been excellent, tasty and full of flavour.

In Andalucía Sabor, that was, precisely, the most repeated comment, "Andalusian cuisine is known for its tastiness, so many nuances!" People are not familiar with it, but Andaluzians have grown up with its spices, dressings..., but when one of these dishes, well planned and prepared with great deal of primordial care, is presented to someone from outside Andalusia, they flavour it, and say, “This is too much!” Even if it is only a gazpacho, a white garlic soup or a simple salad.

Landaluz. I have always been in love with Andalusian products and I will defend them at all costs. My relationship with Landaluz is excellent, because we have the same dream, we are struggling for the same battle, which is why I think all their efforts in the promotion of Andalusia are fantastic.

In fact, I only use andalusian products in my kitchen. Andalusian products are bathed in sunlight, intense in flavour. Using products from other areas makes it quite difficult to achieve the nuances you get with those from Andalusia.

I deem necessary the promotion and support that Landaluz makes of these products. Even more, it is possible to do better; and they do quite a lot, but in my opinion they need more financial help. They achieve great results, since they help and promote high quality products from Andalusia, create jobs, develop a market which influences many people and attracts tourism, that is, when all is said and done, the image of Andalusia. From the political level they should provide them with better financial means, since their work is of the utmost importance and affects many people. I would promote it even further if it were in my hands.

Passion. For me cooking is a very passionate job, full of feeling, it is not just a matter of filling your stomach. When I prepare a dish I always think of somebody, because each plate is like a person... when I prepare a chocolate dessert I always think of my wife. A dessert with browner tones, vanilla flavoured or with a sharper taste brings me closer to my father; red fruits remind me of my niece. Flavours are mature, childlike or fun. When I am creating a dish I think of the individuals who are going to eat it and what sensations it is going to produce in them or in this sense I try to make the patron aware of the cultural background which goes into each plate.

Practical Data:
Restaurante Abades Triana
Address: c/ Betis, 69
41010 Sevilla
Tel: +34 902 323 800
reservas@abades.com
Unfortunately, when somebody eats a salpicón or a vegetable salad they are not aware of the ingredients involved in the process, all the nuances, flavours, and preparation; but when you prepare the same dishes with more elaborate techniques and change it or in some way change its texture to accent its taste, it becomes a reflection, and they say: “this is the same thing, but until now I did not understand its worth”; but it immediately arouses associations; causes strong feelings, it provokes a longing... our intent is to bring back those feelings and to have people realize that their cuisine is the best.

In Andalusia we have not figured out a way or simply do not want to sell, I sincerely do not know. Having the best olive oil in the world, we insist selling to others who present it to the market as their own. I think it is time that we bring it home.

Satisfaction. For me the greatest satisfaction is to induce new sensations and being able to surprise people. I have a feeling of proudness when I complete a dish, a project or idea and the patron praises my work; when you place a dish before a customer and they speak of their grandmother or your cooking reminds them of some flavour long forgotten...

When you serve someone a dish inspired from within, combining elements... they are not only filling their stomach, but also enhancing their knowledge and culture; and you observe how they enjoy themselves. And that is what gives me the strive to keep on improving, to go further, just a little more, just a little...

The creative process. We all have our ways. Beyond the fact of being a cook, I love eating; I begin my creations intellectually. I imagine them. First I think of what I would like to eat each season, I walk through the open air markets and checking this or that out, I imagine how it would feel to eat this fish or that vegetable prepared a certain way or with a particular texture giving it a very unique and specific flavour. Afterwards I imagine how the preparation would be to achieve the texture desired, followed by a more modern touch, something to
Smells attract people’s attention; changing flavours, textures and even the presentation of the dish. Finally I purchase the product, cook it and eat it.

Art. To be a cook it is not necessary to be an artist, you only need to know certain techniques and preparation methods, but then you would only be cooking. To invoke those sensations one must be artistically inclined, because each day the products vary, the items used may change.

The feeling, the creative capacity and talent have a big influence when you are at the forefront of signature cuisine. This is what is going to distinguish your cooking style and interpretation or approach to a dish. You can apply this to painting, the way an artist approaches the canvas... another thing is whether people will actually like it, there are painters whose art is not appreciated, but this would never mean they are not artists.

Reference. I became a cook with a long background of transition between the new and the old. I am the old man of the younger generation and the young chap of the older ones. This has been both positive and negative. There is an existing negative part to this fact because for some time I have been leading only one project; but, on the other hand, the learning process has been of upmost importance because cooking was quite different back in time. Hard work, feeling and sacrificing are things one must have to dedicate their whole life to belonging to this profession, as well as the ability to maintain one’s passion, enthusiasm, always giving a bit more of oneself each day.... you learn that from the old masters.

They have helped me quite at great amounts. Anytime I had doubts, I asked for the help of the elder professionals. I respect them, especially because the difference lies in experience. They have been in the business for forty years and are still going strong. Their contributions have defined an age in time, and for that reason alone they deserve our respect.
Basic Ingredient. I have many ingredients that you can always find in my kitchen. The most important one is olive oil. I also like using plenty of vinegar. And never forgetting the wine. I use wine in the kitchen at all times, I have five or six different types of wine available for cooking, I flavour with wine, reduce with wine, marinade with wine...

Praise. Praise for my dishes seems to, more often than not, fall on the simple ones. One works so hard on the preparation of some dishes that on occasions it surprises you that the simplest ones are the most praised. Crushed Eggs (Huevos estrellados), white garlic soup (ajo blanco), very traditional dishes prepared with utmost care. And the desserts, pastries have given me a lot of satisfaction, since people are not used to being surprised by a dessert. Andalusians have an amazing confectionery tradition, but it must be adapted. Andalusion have a quite the sweet tooth.

Colleagues. I would like to see those passionate souls of the high cuisine taste my creations, taking pride in having other chefs tasting my dishes. We are on the same team and I enjoy surprising my colleagues, listening to them remark, “This is great!” The same happens to me when I try a dish prepared by another chef, I am moved and think: “why had not I come up with that idea”. The worst is preparing food for politicians.

Andalusia. Andalusia stands on its own right, it is a charismatic word, but I feel we do not love her enough. We have to cherish and protect her. We are the biggest and best Autonomous region in Spain.

Future. In short term I aspire my aim to everything. My expectations are to be able to create the best restaurant in the city, one of the best in Andalusia, and one of the finest in Spain. Carry the flag of Andalusian cuisine beyond its borders. Within this context and to the fullest of my ability I will always continue forward.
ANDALUSIAN FLAVOUR
Designers distinguished by an overwhelming uniqueness, Victorio & Lucchino possess a limitless ingenuity that could not possibly go unnoticed. They have a talent for producing awe-inspiring creations that are imbied with the flavour of southern Spain. The very feel of the South is transmitted and celebrated in each and every one of their creations, the Andalusian soul embodied in fashion. This is the essence of Victorio & Lucchino: light, joy, orange blossoms, and passion…

As prolific of creators as there have ever been, V&L have gone from being simple designers to becoming a point of reference for Spanish fashion and fashion across the globe. Seville’s José Luis Medina del Corral and Cordoba’s José Víctor Rodríguez Caro have stretched their Andalusian roots throughout the world. They are pioneers in the use of fabrics and innovative materials, and the creators of new cuts and revolutionary styles, bringing all of these elements together to represent the authentic and traditional soul of Andalusia.

Adventurous and willing to experiment with new things, they are constantly pushing their boundaries with accessories, perfumes, children’s clothing, cell phones, and even a line of decorative tiles. And of course they never miss their annual date with the runways of Cibeles, Gaudí, New York, Tokyo, and London.

In their studio in Seville, located in the building where the painter Velázquez was born, they give shape to their floral patterns, ruffles and the romanticism that infuses each and every collection produced by these Sevillian designers.
What does it mean to Victorio & Lucchino to bring Andalusia to the rest of the world?
A sense of pride and immense responsibility.

How would you describe Andalusia to someone unfamiliar with it?
As a unique place that one must feel and experience first hand.

Are your designs a reflection of where you are from?
In some ways, yes.

What does fashion mean for V&L?
The only possible way for us to be José Víctor and José Luis.

What is the philosophy of V&L when it comes to design?
Playing with tradition and culture and combining it with the avant-garde.

It is not the first time that V&L bring together fashion and gastronomy, what has your experience been in regards to this?
Very creative.

What should every woman have in her closet?
Excitement.

Who is the V&L woman?
Someone happy, vivacious, and made for playful moments and open spaces.

Where in the world do you feel the most pampered?
In Japan.

Do women from Andalusia possess a special kind of elegance?
More than elegance we would say beauty.

What is left for V&L to create?
 Millions of things.
Who would you like to see wearing one of your designs?
Anyone who dreams of doing so.

Andalusian cuisine is one of our distinguishing features; Landaluz protects the highest quality products from our land. What do you think of their promotional efforts?
Magnificent, anything that means promoting our values seems wonderful to us.

You travel continuously, what do you miss the most when you are away from Andalucía?
The light.

And from a gastronomic point of view?
Olive oil.

What do you think of the new styles of Andalusian haute cuisine associated with chefs such as Dani García, Ángel León, Kisko García, and Willy Moya?
Fantastic and very creative.

Are they considered prophets in their land?
By its people, yes.

Is Andalucía avant-garde?
It always has been.

Would you change Andalusia for anywhere else in the world?
Absolutely not.

Is everything in fashion just an invention?
Not at all, if it were then those of us dedicated to it wouldn’t be doing anything.

There are six essential elements that define the unique and representative style of Victorio & Lucchino. Vivid and passionate colour melds together with lace, the material selected par excellence. Ornamentation that is characterized by the symbolic fringe, as well as the innovative and patented concept of the conch shell, used on sleeves, necklines and hems. Bridal dresses that capture their own unique identities, with first and last names, and fusion as a movement that unites the tradition and craftsmanship of the South with contemporary design.
Ideas

1. A place where you would to be lost. The streets of Seville.


3. A special drink. Manzanilla (sherry) from Sanlúcar de Barrameda.


5. A unique festivity. Semana Santa (Holy Week).


7. A interesting route. Through the towns of Andalusia.

8. A historical moment. The discovery of America.

9. A wish. It is unmentionable.

10. Andalusia in one word. Our lives.

10 QUESTIONS

ANDALUSIAN FLAVOUR
Veta la Palma

Veta La Palma is in the province of Seville, set in the heart of the Guadalquivir wetlands in the Doñana Natural Park. Spread over 11,300 hectares, this natural heaven is bathed by the Guadalquivir, Guadiamar and Brazo de la Torre rivers and provides a space in which its three basic activities, aquaculture, livestock farming and agriculture, coexist in perfect harmony. “Veta la Palma” is proof that sustainable development is possible.

In 1997 the Andalusia Regional Government awarded the Andalusia Prize for Nature Conservation to the Veta La Palma estate for being “a clear example of sustainable development enabling many jobs to be created and strengthening the natural value and conservation of the bird population in the Guadalquivir wetlands; it has set a fine example to follow in this and other areas of Andalusia”.

The main attractions and activities in Veta La Palma are cattle farming, fishing and aquaculture. The latter takes up over 3,000 hectares of land permanently flooded with the best quality water, together with 4,600 hectares of untouched wetland given over to livestock and a further 3,500 to growing soft cereals and rice.

All this has provided the estate with diverse habitats, making it a highly important area for the Doñana bird population. In fact, this area possesses such favourable environmental conditions that when the Doñana National Park is affected by drought, the bird population moves here to nest and feed. At such times, the estate becomes the most densely populated nesting ground in Europe and a major source of food for these birds.

Aquaculture, Livestock and Agriculture

In 1982, the current owners, Pesquerías Isla Mayor, completed work on regenerating the original wetland and extending it over the 3,299 hectares it occupies today. Until then, the estate had concentrated on multifunctional agricultural production, combining rice and cereal growing with fishing and both traditional...
and bravo (bullfighting) livestock. Currently, the three principal activities carried out in Veta La Palma are interrelated. Aquaculture is a major source of income, due to the excellent nutrients and oxygenating properties of the water, enabling the production of high quality seafood, which is very popular with top Andalusian chefs such as Dani García. The species farmed are local and typically found in the Guadalquivir estuary, including shrimps, eels, plaice, sea bass, mullet and gilthead bream. Fishing takes place twice a week, ensuring that the products are completely fresh and in top condition when they reach the markets. The estate’s second activity is extensive livestock rearing spread over an area of 4,600 hectares. The grazing pastures are home to locally bred cows, horses and mares alongside bulls from the Ybarra brand, one of the oldest and most important bullfighting stockbreeders in Spain.

Agriculture is the third activity in Veta La Palma. Cereals are grown on 3,500 hectares without the use of fertilisers or herbicides, providing an abundant food supply for the many birds which visit the estate each winter.

A Paradise for Birds

Veta La Palma is currently the most important private area of land for water birds in the whole of Europe and is used by many as a stopping-place on their yearly migration routes between Africa and Europe.

The excellent quality of its water, which is even better than many natural areas of water, enable a large number of species to feed and reproduce, particularly in the summer months.

At the end of summer and the beginning of autumn, the Doñana wetlands are dry, so the 3,200 hectares of wetland in Veta La Palma play host to many migrating birds. The abundant supplies of shrimps and other species in this area provide a natural food supply for all the aquatic birds that spend part of their yearly cycle in the Doñana wetlands and rely on it as a key element in their survival.

Wetland Stopover

Year after year, the presence of both sedentary and migratory birds has been increasing at a constant rate, according to data produced regularly by the Doñana Biological Station. Every year, more than 70,000 common geese from the Voga Delta and the Baltic countries migrate to Southern Europe for the winter. On arrival in the Iberian Peninsula, the geese mainly use the Doñana wetlands as their over-wintering home, and Veta La Palma is one of their preferred spots, owing to the abundance of cereals, the mild climate and the excellent quality of the water.

Eco-Tourism Visits

The three activities already described, aquaculture, livestock and agriculture, combine perfectly with the estate’s programme of Eco-Tourism visits. The route, covering 40 kilometres, can be accessed from two points: the Northern side of the estate for visitors arriving by car from Seville, or the Southern side for those coming by boat from Sanlúcar de Barrameda in Cádiz.

The visits, which are by appointment only and split into separate sections, include watching the bulls being herded through the countryside by horsemen to the estate’s bullring. Visitors can also enjoy watching birds from a small boat and see the livestock area, inhabited by deer, fallow deer, horses, local cows, etc. Halfway along the route, visitors can see how shrimps are collected and watch nets being cast to catch mullet, sea bass and gilthead bream.
Doñana: the essence of sustainable and high quality tourism
Doñana is a vivid canvas, an area where up to 5 different ecosystems converge in an explosion of diverse and plentiful plant and animal life, interspersed with 14 different villages, each with its own identifying characteristics, traditions, beliefs and cultural heritage. We say that Doñana, and the territories that it is make up this area, forms part of a process of geological and 'human' formation that is still undergoing evolution.

Today,

Doñana is a territory that encompasses more than 280,000 hectares. It is flanked to the south by a 50 kilometre line of beaches – many of them virgin; to the north by the freeway that links Seville and Huelva; and by the Guadalquivir River to the east; thereby providing an array of possibilities to attract and delight visitors and tourists alike.

It is precisely for the incalculable natural richness and the quantity of protected species that converge in this natural environment that the objective of the Doñana 21 Foundation is to promote a kind of tourism that will be respectful of the surroundings, and that will encourage compatibility between the responsible exploitation of natural resources and the economic benefits for business activities relating to tourism.

The history of this area can be traced back to the year 1262, when King Alfonso X “the Wise” built his Royal Hunting Lodge on the lands known as las Rocinas. It was not until 1599 that the name Doñana was first recorded in reference to this area.

This area was declared a National Park in 1969, made up of 50,720 hectares. It was given the title of Biosphere Reserve by UNESCO in 1980, and the Government of Andalusia recently solicited the enlargement of this area to include parts that, until now, fell only under the protection of the National Park. In 1995 it was declared a World Heritage Site.

The Doñana National Park was formerly managed by the Ministry of the Environment, in conjunction with the National Park and the Environmental Council of the Government of Andalusia. Today these departments have fused together to form the Doñana Natural Space, an entity that depends solely on the autonomous government. In January of 2008, this Natural Space was granted the “Q” certification for touristic value, signifying that the combined product and service offerings for tourists meet a series of characteristics that lend prestige, uniqueness, trust and rigor to this natural area.

Doñana’s value as an important natural reserve is renowned, as is its ecological richness and faunistic plenitude. It is a wetlands area of great importance as it serves as a migration area for numerous bird species from Europe and Africa who come here to winter and raise their young. Throughout the different seasons of the year, Doñana is witness to over 300 different bird species. In addition, there are over 33 species of mammals, including deer, wild boar, otters, and rabbits; 12 fish species and 18 kinds of reptiles. Doñana is also home to various important species that are under threat of extinction, such as the Iberian Lynx and the Imperial Eagle.
The lands that make up Doñana are surprisingly varied in terms of landscape: the area of beaches-sand dunes; the sands stabilized by “cotos”; the Marisma (marsh); and the Vera (bank), the area where the sands and wetlands meet. Each season of the year brings a different landscape and a different kind of animal life to this privileged area.

In addition to this natural refuge, mention should also be given to the diverse social and cultural heritage found in the towns and villages that are located in the surrounding areas, and that make up the area known as the Comarca de Doñana (comprised of the villages of Almonte, Hinojos, Lucena del Puerto, Palos de la Frontera, Moguer, Rociana del Condado, Bonares and Bollullos par del Condado in the province of Huelva; Aznalcázar, La Puebla del Río, Villamanrique de la Condesa, Pilas e Isla Mayor, in the province of Seville; and Sanlúcar de Barrameda, in the province of Cádiz).

**European Charter for Sustainable Tourism**

For all of the above reasons, it seems only fitting that Doñana should be the first Natural Space to have created a Plan for Sustainable Development (PDS), between 1993 and 2002, and until today. The experience accumulated by the Doñana 21 Foundation, an organization that has served as champions for the revitalizing of this plan for the Comarca de Doñana at the request of the Government of Andalusia and the European Union, has given it the preparation necessary to take on a new phase in this process. In this way, the new strategic lines currently laid out by the creation of the second Plan for the Sustainable Development of Doñana, are centred less on the development of material infrastructures, and more on social capabilities, with an elevated level of social participation and innovation.

The model for sustainable development proposes to maintain and consolidate the relationship between economic promotion, social well-being, and natural resources as fundamental objectives. And from within this panorama, the tourism sector is one of the most important opportunities for the economy of the Comarca de Doñana.

The fact that it was granted the European Charter for Sustainable Tourism by the European Federation of National and Natural Parks (Europarc) last year, signified the international recognition of the efforts, and above all confirmation that future plans for the area should follow along these same lines. This distinction also means that the sector has declared its commitment to a model based on sustainability, and one that guarantees development and the valuing of the natural resources of Doñana.

Among the advantages that this concession holds for Doñana is the fact that one of the goals of Europarc is to support local economies as well as the quality of life of the area’s inhabitants. Several measures have been taken to further these objectives, including: to try to extend the reach of programs having to do with rural development; to carry out an effective
Another highlight in the tourism plan conceptualized by the Doñana 21 Foundation involves the assimilation of activity carried out in the parameters of Quality Management and demonstrated with respect to the environment. In this sense, there are various companies specializing in tourism that are in adherence to the Doñana 21 Quality Label, a distinction that emphasizes the premium values of the companies and products of the Comarca de Doñana. These companies incorporate proof of their responsible management practices with regards to recognized environmental and quality standards into the daily management of their businesses, as well as their respect for the social and economic surroundings in which they carry out their activities.

The transparency of this proof is subject to periodic audits by AENOR with respect to the international regulation ISO 9001 and 14001 (on Quality and the Environment, respectively). This certification was presented to the Dunas de Doñana Golf Course in 2005. It was also given to the only company to have been granted a concession for exclusive tours within the southern interior of the Doñana Natural Space, the Marismas del Rocío Cooperative. This company holds certifications and audits of its administration practices in regards to quality and respect of the environment. In the category of accommodations, the Campground La Aldea, with its bungalows, campsites and restaurant, located at the entrance to El Rocío, also possesses the certification given by the Doñana 21 Quality Label.

All of these things are examples of the same commitment, one that involves bringing sustainability to all aspects that fall under the umbrella of development, including those having to do with tourism. Doñana is daily becoming more and more of a national and international reference point for sustainability and tourism, one of the most important activities in the area and this is just one more example of the clear intention to progress without causing damage in the present, or for future generations.
Voces y expresiones del habla popular en Andalucía

Dedicada a aquellos que con sus historias, sus canciones y sus cuentos, han conservado en el tiempo el legado de una cultura que se ha ido olvidando.

Una guía para aquellos que buscan descubrir la esencia de una región que ha sido escenario de una rica historia.

Palabras de Amatuzarana.

ANDALUSIAN FLAVOUR
The book written by the Andalusian journalist, David Hidalgo has captured in its pages the voices and expressions of the Andalusian people. This “word guide” is an excellent handbook for getting to know Andalusia and the way its people speak. To demonstrate how far the Andalusian can stretch the Spanish language all 500 words have been obtained directly from the native people finding their most original vocabulary, straight from the towns of the region, with their surprising and often amusing meanings.

Stated with humor in the context of nine short stories, adding lists of all the towns and their participants, with maps and word index, you will be able to both read and listen to these words within the CD included in this edition. An explanation of each of the 500 words is given by the protagonists of almost 130 towns from all eight provinces of Andalusia, whom the author has personally interviewed during a thorough investigation which was both an enriching and an entertaining experience.
EXTRA VIRGIN

750 ml
Loreto
Spanish Olives
a popular choice for consumers around the globe!
The Regulatory Councils for the following Designations of Origin: D.O. Condado de Huelva and Condado de Huelva Vinegar; D.O. Estepa; D.O. Jamón (ham) de Huelva; and D.O. Específica Espárrago (asparagus) de Huétor-Tajar, present the project, “De Menú Denominaciones de Andalucía” at the Hotel Alfonso XIII in Seville.

The event was attended by the Minister of Agriculture and Fisheries for the Government of Andalucía, Isaías Pérez Saldaña, who expressed his enormous satisfaction with the initiative. In addition, Saldaña encouraged the participants of “De Menú Denominaciones de Andalucía” to promote the flavours of their products, which are among the finest in the world, throughout Spain.

The event was also attended by Forest Steven Whitaker, who took advantage of his stay in Seville to sample the exquisite products that form part of the project. Whitaker was favourably impressed by the flavours of our region, as well as the preparation and presentation of the products which included as wine, extra virgin olive oil, ham, and asparagus.

The act was also attended by representatives from the world of gastronomy and Andalusian restaurants, who came together to witness the inauguration of a project whose objective is to present the excellent and qualified products from four Designations of Origins in various Spanish cities.
On March 4, an event took place at the prestigious Hotel Pegasus, located in Kingston (Jamaica), promoting Andalusian culture titled “An evening of Flamenco”. Throughout the evening, under the patronage of the Spanish ambassador D. Jesús Silva in collaboration with Landaluz, all present enjoyed a flamenco performance by the Cristina Heeren Foundation company, with special guest the cantaor (flamenco-singer) Manuel Lombo.

The event, which gathered an audience of approximately 500 patrons, with the attendance of such prominent figures as the Governor-General of Jamaica (represents the Queen of England) and his spouse, the Prime Minister’s spouse, Minister of Culture, U.S.A. Ambassador, followed by a long list of personalities.

During the evening’s performance, patrons were able to enjoy a taste of Andalusian products displayed by some of our associates like Covap, Herbamar, Espafador Industries, Ubago o Hijos of Ybarra. Between the different products sampled we could find jamón ibérico (cured Iberian jam) and other derivatives, cheeses, canned fish products, Turron (nougat candy) and many others.

It was considered a great success by all those present as well as by the organizers. The event had a great impact and received widespread coverage by the local media.
Spanish ÁNGEL CAMACHO ALIMENTACIÓN S.L. has recently launched a wide range of salads, pickles & olives packed in an innovative packaging type and size, ideal for foodservice and food industry applications.

The innovation is based upon both the original product references that make up the new range as well as the packaging. The latter consists of a multi-layer PP/EVOH/PP structure that provides a high oxygen barrier and, thanks to its semitransparent colour, protects against UV and visible light. The packs include a heat-sealed film and a twist-off cap that guarantee a long-shelf life (2 years) at ambient conditions.

The proven benefits of plastic as a lightweight and safe material (no breakage or cuts), make the PP jar a secure and preferred alternative over glass or tins, particularly in foodservice environments where HACCP rules encourage the use of plastic. The size (net weight of 2.300 Kg) and wide mouth of the jar are perfectly adapted to the specific needs of the customer and provide an easy and convenient use. Finally, the new jars are perfectly recyclable and hence reduce the environmental impact.

Under its flagship brand “Fragata”, the Company offers a wide range (14 SKUs) of original and delicious salads and pickles that offer multiple applications as side dish, garnish, topping or ingredient of many prepared meals: Chinese, Thai and tropical salads, Giardiniera, soy sprouts, sandwich gherkins, grated carrots and celery, etc.

The product range is completed another 10 olive SKUs that include whole, pitted or sliced green and black olives, as well as seasoned olives.

“LA VIEJA FÁBRICA” TOMATO RELISH
Mediterranean flavour

“LA VIEJA FÁBRICA”, the famous Spanish brand of premium jams & marmalades presents an original and surprisingly versatile tomato relish. This new flavour offers the same guarantee of quality as the other varieties of these carefully crafted preserves that make them so highly appreciated by consumers worldwide who simply don’t want any other once they try them.

“There’s no fruit on the label … it’s all inside the jar!”

“LA VIEJA FÁBRICA” tomato relish is prepared using mature, Mediterranean sun-drenched tomatoes and sweetened with sugar to create the perfect balance with the natural acids of the tomatoes that enhance the flavour and aroma of the fruit.
In answer to an increasing world-wide concern by consumers for a healthier diet lower in sodium and concerns about hypertension, the prominent Spanish table olive brand FRAGATA presents its traditional and delicious anchovy stuffed olives with a reduced salt content.

Thanks to a unique process, the reduced salt FRAGATA green Manzanilla olives contain 40% less salt than regular anchovy stuffed olives, yet maintain all the organoleptical characteristics that make these olives a very tempting snack and an flavourful appetizer or tapas. The new snack is marketed in attractively printed and convenient “easy-open” tins (350/150g) and will be available in your local supermarket outlet.

Perfect served spread on toast or bread, adding colour, flavour and a spark of joy to breakfast or other eating occasions. It can also be used as topping of cheese, meat, fish and pasta.

“LA VIEJA FÁBRICA” tomato relish is marketed in its characteristic 350 g glass jar with a twist off lid and will be on sale in your local deli shop and supermarkets.
“The Wine Advocate”, the most influential wine publication in the world, awarded their highest ranking to the “PÉREZ BARQUERO Soleras Fundacionales 1905” for the first time, a PEDRO XIMÉNEZ wine receives 99 points, an AMONTILLADO 98 and an OLOROSO 97, surpassing the highest scores, to date, bestowed upon these types of wine.

Robert Parker is considered the greatest wine “guru”. His rankings not only set the standard, but also determine at times dramatic, highs and lows of wines in the international market. The reputation of Robert Parker is indisputable. His wine varietal guides, as well as his other publications, of which “The Wine Advocate” stands out, are an absolute point of reference within the wine sector worldwide.

Every film maker’s dream is to win an Oscar; great chefs yearn for a Michelin star; and every reputed wine producer, longs to attain a Robert Parker score over ninety points.

Achieving such punctuation not just with one but with all three variety of wines which make up the “PÉREZ BARQUERO, Soleras Fundacionales”, can only validate the winery’s status as one of the world’s finest elite.

It is worthwhile to highlight Robert Parker’s emphasis on the exceptional and unique quality of these rich, full bodied Andalusian wines. This has stimulated a rising interest in these aforementioned wines on behalf of North American promoters and critics, as well as with consumers all around the world.

Inherited Gems

So powerful is his influence within the industry and with the media that terms such as “Parkerization of Wine” are beginning to surface. There is also a feeling that a showcase wine must be created to win Parker’s approval and meet his specifications in order to obtain a score above ninety points.

For PÉREZ BARQUERO, apart from being unnecessary, this is quite impossible, since we are referring to aged wines where there is no room for improvisation, as a matter of fact, quite the opposite occurs; they are inherited gems which have been maintained by expert vineyards, expertise and oenologists, for generations, preserving in this manner an oenological and cultural legacy.

In view of the fact that we are dealing with a limited and serial numbered production, the winery will only have available a specific amount of bottles per importer and distributor, as well as for private clients.

How does Parker score?

His rating system is as follows:

• 50-59 points: wine deemed to be unacceptable.
• 60-69 points: below average wine.
• 70-79 points: average wine.
• 80-84 points: above average.
• 85-90 points: very good wine.
• 90-94 points: outstanding wine.
• 95-100 points: extraordinary wine.
VINÍCOLA DEL CONDADO

VINÍCOLA DEL CONDADO SETS IN MOTION THE FIRST PHASE IN THE MODERNIZATION OF ITS INSTALLATIONS

The project consists of three phases with its completion planned for the end of 2010.

VINÍCOLA DEL CONDADO is the largest cooperative of wine makers in number of associates in Andalusia, it brings together more than a thousand members, and volume production. In operation for over fifty years, they look forward to the future confident that the important expansion of its infrastructure will improve its capacity for leadership versus other wine makers in the market. The project is divided into three phases, with its completion planned for 2010.

The remodelling has two primary objectives in mind, to further develop the quality of its wines with a technological upgrade and improve its competitiveness by the reduction of production costs. To make this a reality, the modernization of the installations has two focal points: the technological adaptation and the continuity of all research projects which are in development within the company.

The first phase of the reformation will be completed in time for the 2008 grape harvest, with an approximate cost of € 2,000,000, which has been directly financed with cooperative funds and government subsidies specifically for the reform. After the completion of the first phase, VINÍCOLA DEL CONDADO will have at its disposal a fermentation building with a capacity of 1.5 million litres for the elaboration of its high quality white, as well as it’s red ones.
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