



Bulletin # 250

LA POSADA

To: All Distributors / Brokers / Regional Sales Managers
From: Kathy Bonyng
Date: December 23, 2009
Subject: La Posada – ***New Reserve Sherry Wine Vinegar***

Just a reminder that we are pleased to extend the range of La Posada Sherry Wine Vinegars with a beautiful new Reserve Sherry Wine Vinegar.

La Posada Sherry Wine Vinegars are crafted by the renowned firm of Jose Estevez. Still family owned and managed, tradition and innovation go hand in hand at this company, and are key to producing high quality sherry wine vinegar. Imported from Spain, La Posada is produced in the Jerez region, which has been the center of production of authentic Sherry Wine Vinegar since the 16th century.

The history of the company is incredible and it dates back to 1264 AD, when the first member of the family to cultivate and age sherry wines was Don Alfonso Valdespino, one of 24 Christian Knights who fought to reconquer the city of Jerez, Spain from the Moors. As a reward for success, the King of Spain awarded them with land in Jerez. Although commercial activities were recorded as early as 1430, the company was not officially registered until 1875.

This new Reserve Sherry Wine Vinegar is aged in old oak barrels which imparts richness and complexity of flavor, and this process is unlike most other Sherry Wine Vinegars which are aged in stainless steel. In the "Grande Bodega" at the firm are more than 25,000 oak barrels for aging vinegar, as shown below. The product is also all natural.



The new vinegar is presented in an attractive and convenient 15 oz bottles. The attractive and upscale label is sure to appeal to consumers seeking authentic Spanish sherry wine vinegars for seasoning salads, fish, poultry and seafood.

Product is now available at AWS warehouse, and pricing is attached. Please discuss introductory promotional programs with your Regional Sales Manager.