

JEREZ

DÍA MUNDIAL DEL ENOTURISMO 2026

DEL 2 AL 8 DE NOVIEMBRE

WORLD WINE TOURISM DAY
2-8 NOVEMBER 2026



www.turismojerez.com



Ayuntamiento
de Jerez



Diputación
de Cádiz

PROGRAMME OF ACTIVITIES

ACTIVITIES TAKING PLACE OVER SEVERAL DAYS

- Monday 2 to Sunday 8 November, 1.00–3.00 pm: Guided tour of Jerez and tasting of two wines, led by Andalusia Tour Travel.
 - Meeting point: opposite the monument in Plaza del Arenal.
 - Special price: €22 per person.
 - Bookings: 674 745 060 | info@andalusiatourtravel.com.
 - Organised by: Andalusia Tour Travel.
- Monday 2 to Friday 6 November: 'Cata y compás' (Wine Tasting and Flamenco Rhythms), including a winery tour and tasting of three wines at Bodegas Álvaro Domecq at 12 noon, followed by an experience at Tablao Flamenco Puro Arte, with dinner at 8.00 pm or 10.00 pm and a flamenco show at 9.00 pm.
 - Price: €72 per person.
 - Bookings: 660 030 420 | www.puroarteflamencojerez.com.
 - Organised by: Bodegas Álvaro Domecq and Tablao Flamenco Puro Arte.
- Tuesday 3 to Friday 6 November, 12 noon: Winery tour with wine and tapas pairing at Bodegas Fundador.
 - Price: €47 per person.
 - Bookings: 956 151 552 | www.brandyfundador.com.
 - Organised by: Bodegas Fundador.
- Tuesday 3 to Friday 6 November: Sherry & Gastronomy at Bodegas Williams & Humbert.
 - Price: €35 per person.
 - Bookings: 677 452 256 | www.williams-humbert.com.
 - Organised by: Bodegas Williams & Humbert.
- Tuesday 3 to Friday 6 November, 12 noon and 1.00 pm (Spanish) and 12.30 pm (English): Gastronomic Tour at Bodegas Tío Pepe, including a guided winery tour, a tasting of two wines and lunch at Restaurante Pedro Nolasco.
 - Price: €82 per adult.
 - Bookings: www.tiopepe.com | reservas@gonzalezbyass.es.
 - Organised by: Bodegas Tío Pepe (González Byass).
- Tuesday 3 to Friday 6 November, 9.30 am, 11.30 am and 1.00 pm: Guided tour of Tonelería Antonio Páez Lobato, a traditional cooperage.
 - Special prices: standard tour, €10 per person (previously €20); premium tour, €15 per person (previously €30).
 - Bookings: 618 826 762 | www.toneleriapaezlobato.es.
 - Organised by: Tonelería Antonio Páez Lobato.

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ACTIVITIES TAKING PLACE OVER SEVERAL DAYS (CONTINUED)

- From Wednesday 4 November: 'Vendimiando Colores' (Harvesting Colours), a photographic exhibition by Paco Martín exploring the grape harvest and vineyard landscapes of the Sherry Region, at Restaurante La Carboná.
 - Duration: three weeks.
 - Free admission during the restaurant's usual opening hours.
 - Organised by: Restaurante La Carboná.

TUESDAY 3 NOVEMBER

- 10.00 am: 'Sherry Horizons', a series of discussions on gastronomy, wine, wine tourism and the region's winemaking heritage.
 - Venue: INDESS Auditorium, Jerez Campus (University of Cádiz).
 - Free admission, subject to availability of places.
 - Organised by: Caja Rural del Sur Chair in Wine, Society and Sustainability at the University of Cádiz and the Jerez Wine and Brandy Route.
- 11.00 am–1.00 pm: Masterclass 'La Carboná: Sherry Wine as a Culinary Language', led by Javier Muñoz, known as the 'Chef del Sherry'.
 - Venue: Sherry Wine Regulatory Council.
 - Price: €40 per person. Maximum capacity: 25 participants.
 - Bookings: broldan@sherry.org.
 - Organised by: Sherry Wine Regulatory Council and La Carboná.
- 3.00–6.30 pm: 4 x 4 tour through the vineyards of the Sherry Region.
 - Price: €49 per person.
 - Bookings: 610 962 155 | www.rutasiete.es.
 - Organised by: Rutasiete.
- 6.00 pm: Horizontal wine tasting beside the casks at Bodegas Cayetano del Pino.
 - Price: €50 per person.
 - Bookings: 676 707 913 | www.cayetanodelpino.com.
 - Organised by: Bodegas Cayetano del Pino.
- 7.30 pm: Sherry Week / Sherry Book, pairing Sherry wines with literature through readings and participants' wine suggestions.
 - Venue: Fundación Caballero Bonald (Calle Caballeros, 17).
 - Free admission, subject to availability of places.
 - Organised by: Fundación Caballero Bonald.

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TUESDAY 3 NOVEMBER (CONTINUED)

- 7.30 pm: Sound and Wine Pairing Experience at Bar Bujío, led by Ignacio Soto, featuring four Sherry wines paired with four tapas: Fino with anchovies, Amontillado with fuet tartare, Oloroso with *carne mechada* (traditional slow-cooked meat) and Cream Sherry with pâté.
 - Price: €18 per person.
 - Bookings: 619 457 445.
 - Organised by: Bar Bujío.

WEDNESDAY 4 NOVEMBER

- 12 noon: Talk entitled 'Emotion as a Communication and Tourism Promotion Strategy for the Sherry Region', delivered by José Luis Baños, Manager of the Jerez Wine and Brandy Route.
 - Venue: Jerez Campus Auditorium (University of Cádiz).
 - Free admission, subject to availability of places.
 - Organised by: Faculty of Social and Communication Sciences (University of Cádiz).
- 6.00 pm: 11th Anniversary Gala of Mujeres Imparables, concluding with the presentation of the 2026 'Hombre Imparable Gaditano' Award.
 - Venue: Museos de la Atalaya.
 - Admission by invitation only.
 - Organised by: Mujeres Imparables.
- 7.30 pm: Presentation of the book 'La crianza del silencio' (The Ageing of Silence) by Antonio González, featuring the author and César Saldaña, President of the Sherry Wine Regulatory Council.
 - Venue: Bodegas Arfe (Calle Molino de Viento, 12).
 - Free admission, subject to availability of places.
 - Organised by: Bodegas Arfe.

THURSDAY 5 NOVEMBER

- 9.30 am–1.00 pm: 4 x 4 tour through the vineyards of the Sherry Region.
 - Price: €49 per person.
 - Bookings: 610 962 155 | www.rutasiete.es.
 - Organised by: Rutasiete.

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THURSDAY 5 NOVEMBER (CONTINUED)

- 10.00 am: Public premiere of the short film 'El vino que cambió mi vida' (The Wine That Changed My Life), produced by the Jerez Wine and Brandy Route, followed by a panel discussion.
 - Venue: Carmelo García Barroso Auditorium, Jerez Campus (University of Cádiz).
 - Free admission, subject to availability of places.
 - Organised by: Caja Rural del Sur Chair in Wine, Society and Sustainability at the University of Cádiz and the Jerez Wine and Brandy Route.
- 12.30–1.30 pm: 'Una cata para todos' (A Tasting for Everyone), an inclusive and accessible Sherry wine tasting for young adults aged 18–35 participating through the Aspanido and Cedown associations.
 - Venue: Sherry Wine Regulatory Council.
 - Free event, by invitation only.
 - Organised by: Jerez Wine and Brandy Route and Sherry Wine Regulatory Council.
- 6.00 pm: Horizontal wine tasting beside the casks at Bodegas Cayetano del Pino.
 - Price: €50 per person.
 - Bookings: 676 707 913 | www.cayetanodelpino.com.
 - Organised by: Bodegas Cayetano del Pino.
- 6.30 pm: Flamenco Culture & Sherry: 'Oloroso versus Soleá'.
 - Venue: Calle Diego Fernández Herrera (Los Ramos building).
 - Information: 673 651 042.
 - Organised by: Espacio Expoflamenco Jerez.
- 7.00–9.00 pm: 'Sabores Jerezanos' (Flavours of Jerez), pairing fortified wines with traditional local cuisine at Casa María.
 - Bookings: 686 609 651.
 - Organised by: Casa María.
- 8.00 pm: 'Islas de la personalidad: Vinos de Jerez' (Islands of Personality: Sherry Wines), a tasting experience inspired by the film Inside Out, exploring the diversity of styles, nuances and personalities of wines from the Sherry Region through six different wines.
 - Venue: Bodega San Ginés, Sherry Wine Regulatory Council.
 - Price: €15 per person.
 - Tickets: Albariza en las Venas (Calle Divina Pastora, 3, Unit 5).
 - Organised by: Albariza en las Venas.

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THURSDAY 5 NOVEMBER (CONTINUED)

- 9.00 pm: Wine-pairing dinner at Áje Bar, featuring five dishes paired with fortified wines from the Cruz Vieja range by Bodegas Faustino González, together with a special Sherry Week cocktail.
 - Price: €50 per person.
 - Bookings: 606 949 237.
 - Organised by: Áje Bar.

FRIDAY 6 NOVEMBER

- 9.00 am–2.00 pm: Open Day at Palacio del Tiempo (Palace of Time).
 - Free admission, subject to availability of places.
 - Organised by: Fundación Andrés de Ribera (Museos de la Atalaya).
- 11.00 am–12 noon: Guided tour of the Sherry Wine Regulatory Council.
 - Free event. Maximum capacity: 20 participants.
 - Advance booking required: broldan@sherry.org.
 - Organised by: Sherry Wine Regulatory Council.
- 3.00–6.30 pm: 4 x 4 tour through the vineyards of the Sherry Region.
 - Price: €49 per person.
 - Bookings: 610 962 155 | www.rutasiete.es.
 - Organised by: Rutasiete.
- 7.00 pm: Sherry wine cocktails at The Sherry Gallery.
 - Price: €20 per person.
 - Bookings: 650 184 079 | www.thesherrygallery.com.
 - Organised by: The Sherry Gallery.

SATURDAY 7 NOVEMBER

- 11.00 am–1.00 pm: Visit to the Santa Lucía winery at Bodegas Páez Morilla, including a wine-glass painting workshop and wine tasting.
 - Price: €30 per person.
 - Information: visitas@paezmorilla.com.
 - Bookings: https://holidaytickets.es/reservas/bodegas_paez_morilla/.
 - Organised by: Bodegas Páez Morilla.

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SATURDAY 7 NOVEMBER (CONTINUED)

- 12 noon–2.00 pm: Masterclass 'Little John: Burgers & Sherries', led by Juan Ruiz Henestrosa, owner of Little John and sommelier. A food and wine pairing experience featuring gourmet burgers and Sherry wines.
 - Venue: Sherry Wine Regulatory Council.
 - Price: €35 per person. Maximum capacity: 25 participants.
 - Bookings: broldan@sherry.org.
 - Organised by: Sherry Wine Regulatory Council and Little John.
- 12 noon: 'Vino, historia y descanso' (Wine, History and Relaxation), a tasting of four Valdespino wines (Fino Inocente en Rama, Amontillado Tío Diego, Palo Cortado Viejo C.P. and Moscatel Promesa), accompanied by a welcome glass of vermouth and a selection of cheeses from Cádiz, at AT La Maquinilla Jerez.
 - Price: €30 per person. Option to combine the tasting with accommodation from €180 per night. Limited places available.
 - Bookings: 660 842 590 | 625 018 127 | visitas@grupoestevez.com.
 - Organised by: AT La Maquinilla Jerez and Grupo Estévez (Valdespino).
- From 12 noon: 4th Rabanito Festival, at Alameda Vieja in Jerez. A day celebrating Sherry wines, *mosto* (young wine from the latest harvest), traditional gastronomy, local crafts and live music, featuring performances by Space Surimi, Kabasaki, Korashe, Cumbia del Pelicano and other artists.
 - Free admission.
 - Information: www.rabanitofestival.com.
 - Organised by: Rabanitos Tiernos, S. L.
- 1.00 pm: Sherry wines and *ajo campero*, a traditional rustic dish from the Jerez countryside, at The Sherry Gallery.
 - Price: €15 per person.
 - Bookings: 650 184 079 | www.thesherrygallery.com.
 - Organised by: The Sherry Gallery.
- 1.00 pm: 'Cassoulet & Jerez', a gastronomic experience combining the traditional stew from south-western France, foie gras and a selection of French cheeses with four Sherry wines from BBWines.
 - Venue: BBJerez (Calle Chancillería, 8).
 - Invitation-only event, limited to 10 participants.
 - Information: 609 076 759 (WhatsApp).
 - Organised by: BBJerez.

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SATURDAY 7 NOVEMBER (CONTINUED)

- 1.30–3.30 pm: Visit to Bodegas Faustino González and a wine and food pairing featuring Japanese tapas prepared by Momoko Izumi, Honorary Sherry Explorer, and Cruz Vieja *en rama* wines presented by Jaime González, Honorary Sherry Explorer.
 - Price: €35 per person. Limited places available.
 - Bookings: 622 646 363.
 - Organised by: Bodegas Faustino González.
- 3.00–6.30 pm: 4 x 4 tour through the vineyards of the Sherry Region.
 - Price: €49 per person.
 - Bookings: 610 962 155 | www.rutasiete.es.
 - Organised by: Rutasiete.

SUNDAY 8 NOVEMBER

- 8.30 am–2.30 pm: Open Day at the Alcázar of Jerez.
 - Free admission.
 - Organised by: Jerez City Council, Department of Tourism and Tourism Promotion.
- 9.30 am–1.00 pm: 4 x 4 tour through the vineyards of the Sherry Region.
 - Price: €49 per person.
 - Bookings: 610 962 155 | www.rutasiete.es.
 - Organised by: Rutasiete.
- 12 noon–2.00 pm: Traditional Sherry wine pouring demonstration by a *venenciador*, including a Sherry wine tasting at the Alcázar of Jerez, to mark World Wine Tourism Day.
 - Organised by: Jerez City Council, Department of Tourism and Tourism Promotion.
- 12 noon: Barre and Wine Experience at Bodegas Álvaro Domecq, featuring a barre fitness class followed by a guided tour of the different winery halls and a Sherry wine tasting.
 - Price: €35 per person. Limited places available.
 - Bookings: enoturismo@alvarodomecq.com.
 - Organised by: Bodegas Álvaro Domecq.

Programme subject to change. Visitors are advised to confirm the times, availability and conditions of each activity in advance.

DISCOVER ALL THE EXPERIENCES

Explore the full programme.
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Jerez Tourist Information

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