



RINALDI 1957



La rivista inglese “Drinks International”, leader internazionale nel settore dei vini e dei distillati d’eccellenza, ha recentemente stilato la classifica delle migliori marche campioni d’incasso nelle categorie dei Brandy. In questa lista figura il Brandy spagnolo Cardenal Mendoza.

Da oltre un secolo il Cardenal Mendoza è uno dei Brandy più famosi del mondo. Il suo nome deriva da quel Cardinal Pedro Gonzáles de Mendoza (1423 – 1495) che tanto favorì Cristoforo Colombo nel suo primo viaggio di scoperta del Nuovo Mondo. Ottenuto da uve autoctone Airén e prodotto tramite una lenta distillazione in alambicchi di rame, il Brandy spagnolo Cardenal Mendoza invecchia per oltre 15 anni in botti che hanno precedentemente contenuto Sherry Oloroso e Pedro Ximenez. Brandy di Jerez della categoria Solera Gran Reserva – il top della produzione spagnola, è ancora prodotto in quantità limitate, esattamente come un secolo fa. Ancora oggi ogni bottiglia viene sigillata a mano prima di essere confezionata. Distribuito nei cinque continenti, il Cardenal Mendoza è Fornitore Ufficiale della Casa Reale di Spagna, della Camera dei Lord d’Inghilterra e della Città del Vaticano.

SOLERA GRAN RESERVA

Sanchez Romate S.<sup>1105</sup>

# SYNESTHESIA



Cardenal Mendoza

SINCE 1781

40%Vol. DRINK SMARTLY

# BRANDY

WITH COGNAC SEPARATED OUT, THE BRANDY CATEGORY IS DOMINATED BY SPANISH BRANDS

**OUR BRANDY CATEGORY** takes into account any brandy outside the Cognac region and embraces a hugely diverse collection of spirits. With such a spread of brands in our poll, we reduce the lists for bestselling and top trending to five instead of 10 so that we can utilise the strongest data available.

Spanish producer Torres has once again come up trumps in the global brandy category. With 31% of our bars voting it their

number one brandy, Torres is firmly the top choice and the result of a focused strategy by the Penedès producer. In September 2021 Torres launched its first cocktail competition, which focuses on sustainability, and the Spanish winemaker released Alta Luz, a bartender-focused brandy which is charcoal filtered to offer an aged spirit with a clear appearance.

Miguel Torres Maczassek, fifth-generation winemaker at Torres emphasised the impact Alta Luz was

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having in the on-trade and the positive feedback the brand was receiving from its regular accounts.

Narrowly retaining its spot in second is Greek brandy Metaxa, which despite taking the silver medal has lost a significant amount of votes with just 8% of our bars naming it their house brandy, compared to 19% in 2021. This year we see the disappearance of Seven Tails, which broke into the list with promise last year. Founded by former bar owner Joel Fraser, the blended brandy was expected to gain a following within the trade, but sadly it doesn't feature in either list in 2022.

Completing the podium is another Spanish brandy, this time from the Brandy de Jerez region of southern Spain. Cardenal Mendoza's solera-aged brandy has been a long-standing staple of the global brandy category and, with almost 10% of the overall votes, it looks set to stick around a while longer.

Things get even better for the Spaniards with Brandy de Jerez brands Carlos I and Osborne, which are both solera-aged according to the traditional methods of the AOC, featuring in fourth and fifth. Between them the closely contested labels took around 7% of the total votes.

## BESTSELLING BRANDS

- 1 TORRES BRANDY
- 2 METAXA
- 3 CARDENAL MENDOZA
- 4 CARLOS I
- 5 OSBORNE

## TOP TRENDING BRANDS

- 1 TORRES BRANDY
- 2 METAXA
- 3 OSBORNE
- 4 YSABEL REGINA
- 5 CARLOS I

