



THE HOUSE OF
LUSTAU

CSWS

ONLINE

1.
sherry vs. table wine

2.
styles of sherry

3.
get more inspiration

1.

sherry vs. table wine

sherry vs. table wine

Fortified with high proof grape spirit	Non fortified
Made of 3 white varieties exclusively	Made of red or white varieties
99% of sherry is non vintage	Most of table wines are vintage dated

Sherry is a fortified wine **exclusively produced** in **Spain** with a vast variety of styles, from **very dry** to **very sweet**.

2.

styles of sherry

Sherry is **very diverse** and each style shows different nuances and **sensations**. Each style also has its **personality** and possible **combinations** and **uses**.



MANZANILLA



FINO



AMONTILLADO



OLOROSO



P.XIMÉNEZ



**FINO &
MANZANILLA**

**THE HOUSE OF
LUSTAU**

FINOS

THE DRIEST WHITE WINE IN THE WORLD

		 Pale Yellow	
BIOLOGICAL AGING <i>(under yeast)</i>		5 years avg.	ABV % 15

fresh - mineral - pungent - almonds - very dry

TEMPERATURE <i>Chilled</i> /44 - 48°F/		Where to place finos at stores: Spanish whites section
SERVING <i>White wine glass. 5oz</i>		
STORING <i>Open: 2 weeks</i> <i>Closed: 2 years</i>		
		
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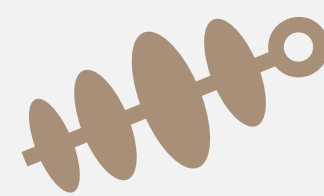
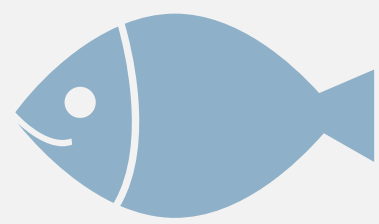
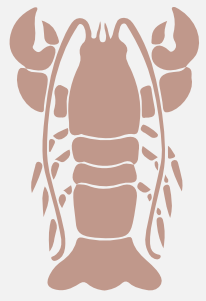
THE HOUSE OF
LUSTAU

FINOS

IN CULINARY WORLD

SUGGESTED BTG
PRICE *

USD 11.50



(AN
EFFICIENT
RIFF OF)

GIMLET



GLASS
TYPE
COUPE

Refreshing -
easy -
citrusy - light

2oz FINO JARANA \$0.90

1oz LIME JUICE \$0.50

.5oz SIMPLE SYRUP \$0.02

TOTAL COSTS \$1.42**

ABV % 7.50

VS

2oz GIN \$1.60

1oz LIME JUICE \$0.50

.5oz SIMPLE SYRUP \$0.02

TOTAL COSTS \$2.12

ABV % 22.50

Add all ingredients into a *shaker* with ice and shake. *Strain* into a chilled coupe glass. *Garnish* with a lime wheel.

*price for a 5oz glass serving

**cost per cocktail

THE HOUSE OF
LUSTAU

MANZANILLA

ALSO THE DRIEST WHITE WINE IN THE WORLD

		 Pale Yellow	
BIOLOGICAL AGING <i>(under yeast)</i>		5 years avg.	ABV % 15

fresh - briny - pungent - salty - very dry

TEMPERATURE <i>Chilled</i> /44 - 48°F/		
SERVING <i>White wine glass. 5oz</i>		
STORING <i>Open: 2 weeks</i> <i>Closed: 2 years</i>		
Where to place manzanillas at stores: Spanish whites section		

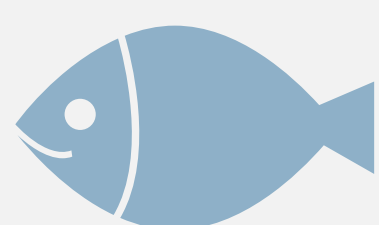
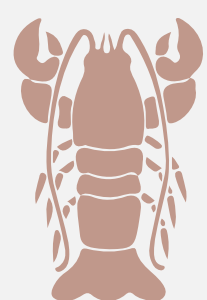
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TECH SHEET

MANZANILLA

IN CULINARY WORLD

SUGGESTED BTG
PRICE*

USD 11.50



(AN
EFFICIENT
RIFF OF)

GIMLET



GLASS
TYPE
COUPE

Refreshing -
easy -
citrusy - light

2oz MANZANILLA PAPIRUSA \$0.90

1oz LIME JUICE \$0.50

.5oz SIMPLE SYRUP \$0.02

TOTAL COSTS \$1.42**

ABV % 7.50

VS

2oz GIN \$1.60

1oz LIME JUICE \$0.50

.5oz SIMPLE SYRUP \$0.02

TOTAL COSTS \$2.12

ABV % 22.50

Add all ingredients into a *shaker* with ice and shake. *Strain* into a chilled coupe glass. *Garnish* with a lime wheel.

*price for a 5 oz glass serving

**cost per cocktail

THE HOUSE OF
LUSTAU

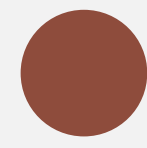


OLOROSO

THE HOUSE OF
LUSTAU

OLOROSO

GREAT SUBSTITUTE TO YOUR *FULL BODIED RED*



Dark Amber

OXIDATIVE AGING *(without yeast)*

12 years
avg.

ABV % 20

round - vanilla - full bodied - walnuts - dry

TEMPERATURE

Slightly Chilled
/55 - 57°F/

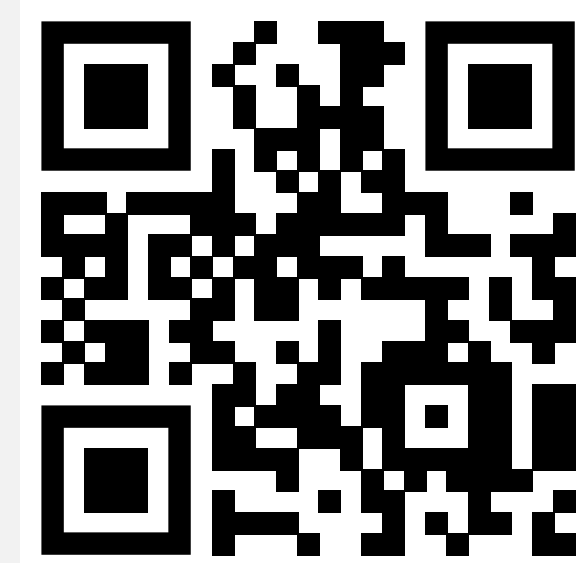
SERVING

*Red wine
glass. 5oz*

STORING

*Open: 3 months
Closed: 3 years*

Where to
place olorosos
at stores:
**Spanish reds
section**



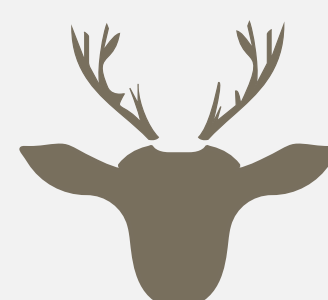
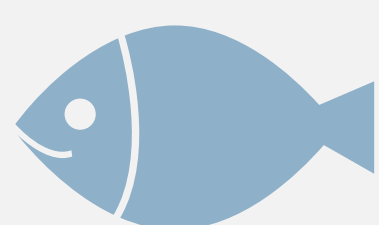
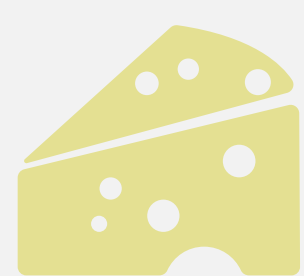
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THE HOUSE OF
LUSTAU

OLOROSO
IN CULINARY WORLD

SUGGESTED BTG
PRICE*

USD 16.00



(A
CLASSY
RIFF OF)

MANHATTAN



GLASS
TYPE
COUPE

2oz OLOROSO DON NUÑO \$1.40

1oz VERMOUTH \$0.60

2 dashes
ANGOSTURA BITTERS \$0.05

TOTAL COSTS \$2.05**

ABV % 16.29

VS

2oz WHISKEY \$1.60

1oz VERMOUTH \$0.60

2 dashes
ANGOSTURA BITTERS \$0.05

TOTAL COSTS \$2.25

ABV % 30.57

Add all the ingredients into a mixing glass with ice, and stir until well-chilled. Strain into a chilled coupe. Garnish with a brandied cherry.

Old school - spicy - mellow

*price for a 5 oz glass serving

**cost per cocktail

THE HOUSE OF
LUSTAU



AMONTILLADO

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LUSTAU

AMONTILLADO

THE MOST VERSATILE WINE IN THE WORLD



Bright Amber

DUAL AGING
(biological + oxidative)

8 years
avg.

ABV % 18.5

duality - toffee - pungent - hazelnuts - dry

TEMPERATURE

Slightly Chilled
/55 - 57°F/

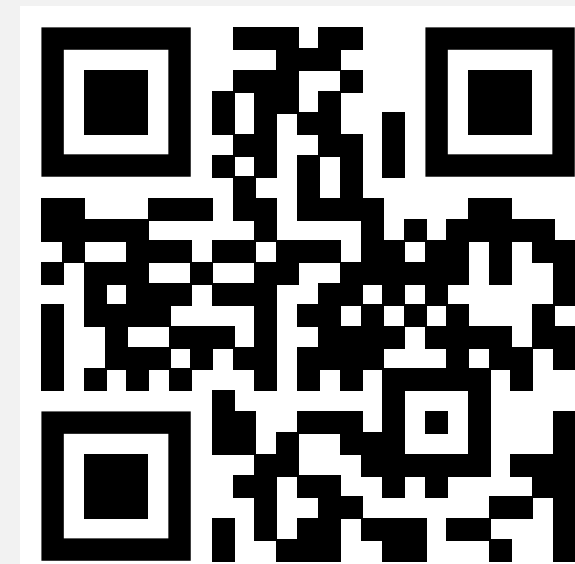
SERVING

Red wine
glass. 5oz

STORING

Open: 3 months
Closed: 3 years

Where to place
amontillados at
stores:
Spanish reds
section



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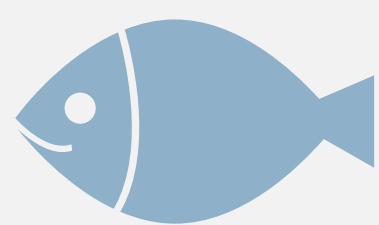
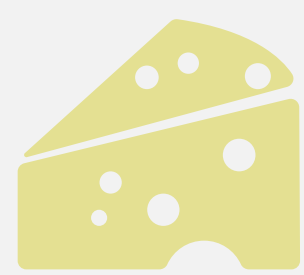
THE HOUSE OF
LUSTAU

AMONTILLADO

IN CULINARY WORLD

SUGGESTED BTG
PRICE *

USD 13.00



(A
CLASSY
RIFF OF)

DARK & STORMY



GLASS
TYPE

HIGHBALL

1.5oz AMONTILLADO
LOS ARCOS \$0.68

6oz GINGER BEER \$1.50

.5oz LIME JUICE \$0.25

TOTAL COSTS \$2.43 **

ABV % 2.20

VS

1.5oz Rum \$1.20

6oz GINGER BEER \$1.50

.5oz LIME JUICE \$0.25

TOTAL COSTS \$2.95

ABV % 7.10

*Add Amontillado and lime juice to a highball filled with ice.
Top with the ginger beer. Garnish with a lime wedge.*

Easy to make - refreshing- spicy

***price for a 5 oz glass serving**

****cost per cocktail**

**THE HOUSE OF
LUSTAU**

PX



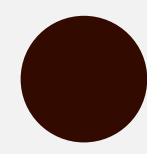
PEDRO XIMÉNEZ

THE HOUSE OF
LUSTAU

PEDRO XIMÉNEZ

THE SWEET SIDE OF THE WORLD

PX



Mahogany

SUNDRYING + OXIDATIVE AGING

12 years
avg.

ABV % 17

rich - dry fruits - velvety - chocolate - very sweet

TEMPERATURE

Chilled
/50 - 54°F/

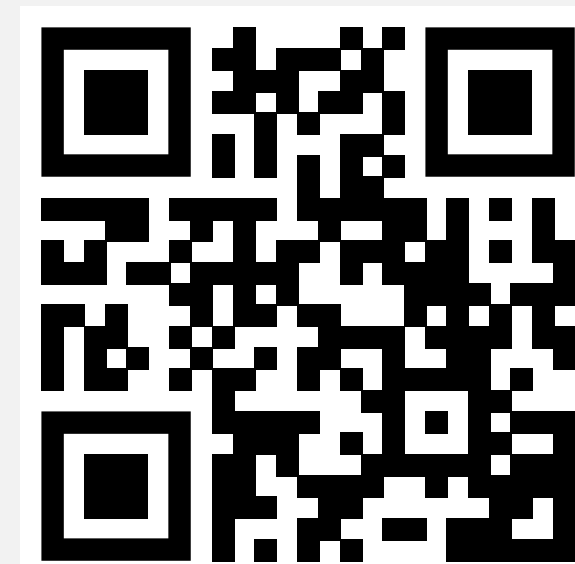
SERVING

*White wine
glass. 3oz*

STORING

*Open: 12 months
Closed: undefined*

Where to place
Pedro Ximénez at
stores? :
**Sweet/ Desserts
section**



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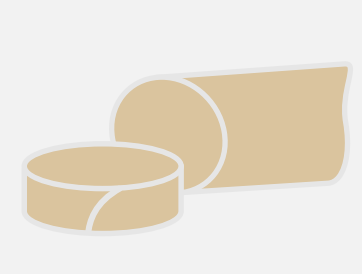
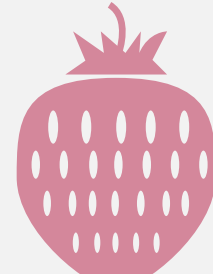
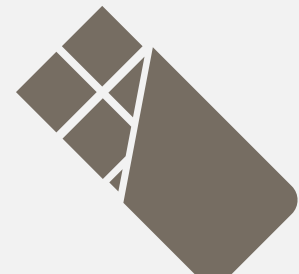
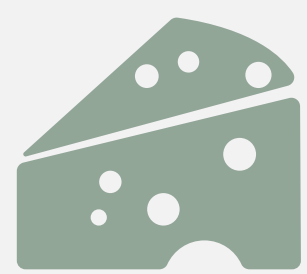
THE HOUSE OF
LUSTAU

PEDRO XIMÉNEZ

IN CULINARY WORLD

SUGGESTED BTG
PRICE*

USD 10.00



PX (THE PERFECT SWEETENER)

TYPE OF
COCKTAILS
EVERYTHING

**PEDRO XIMÉNEZ SAN
EMILIO AS SWEETENER**

Its sweetness gives to the cocktail not only **natural sugars** from the variety but also **high acidity** that **balances** any type of cocktail at the **same time**

VS

**SYMPLE SYRUPS or
OTHER SWEETENERS**

Different sugar origin that may not give anything beyond to sweetness. Also, with syrups will probably another ingredient to balance the cocktail.

Try simple combinations like: Vodka + PX + Club soda

***price for a 3 oz glass serving**

**THE HOUSE OF
LUSTAU**

3.
get more inspiration

**THE HOUSE OF
LUSTAU**

**Present them as culinary wines, that are also
perfect as ingredient for cocktails**

Retailers need to learn sherry wines hidden value.
They are delightful paired to a meal or for home bar.

Click **below**, visit us to get **more ideas** for their use

[Sherry Journey](#)

[Lustau website](#)

THE HOUSE OF
LUSTAU

CSWS

ONLINE