



## Two young entrepreneurs create the first craft beer made with Jerez wine

LOCATION: Jerez de la Frontera (Cádiz)

DURATION: 1'30"

**SUMMARY:** Ana and Miguel have just launched onto the market the first craft beer from Jerez. This beer has something that makes it unique: it is made with Jerez wine. These two young entrepreneurs were unemployed and decided to turn their fondness for this beverage into an entrepreneurial project. After a year and a half of testing, they managed to find the recipe and the taste they were looking for. Xela beer has been in the market for a month.

### VTR

It is light, from Jerez and a hundred per cent crafted. A beer which has just been launched onto the market and that has something that makes it unique: it is made with wine.

**ANA TRIANO**  
Xela beer

*"As it is from Jerez, we wanted to give it a different touch that no other beer has, as far as we are concerned."*

A touch of Jerez wine that these entrepreneurs have used to make the difference in the craft beer sector, which hasn't stop growing over the last four years. Just in Andalusia, 15 craft beers have been launched onto the market. This is the first one that does it in Jerez.

**MIGUEL MONCAYO**  
Xela beer

*"It has taken us more than a year and a half finding the recipe, the taste we were exactly looking for."*

**ANA TRIANO**  
Xela beer

*"It isn't a mixture of beer and wine, it is beer with a touch of wine."*

The rest is a secret. They don't tell...

**ANA TRIANO**  
Xela beer

*"Neither which type nor in which moment of the recipe we add the wine."*

**MIGUEL MONCAYO**  
Xela beer

*"This beer combines with absolutely everything, of course, if it is a local product, from this area, it does even better."*

Ana and Miguel are a couple and were unemployed; so they decided to turn their hobby into an entrepreneurial project..

**AMBIENCE:** "We will deliver your order of ten boxes right now."

And after a month in the market, they have started to be known in the establishments of the area. Their production is small, 200 litres the first month but their intention is growing. An entrepreneurial dream which is coming true with this beer with a touch of Jerez.

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