



PRESS RELEASE

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### **The Extraordinary and Forgotten Origin of Florida's Wine Culture**

Miami, Florida – When the typical foodie or wine enthusiast thinks of American wine, the first place that comes to mind is California. Of course, that state's well-known winegrowing regions like the Napa Valley or Sonoma County and their massive success on the international marketplace have secured their well-deserved place on the global wine scene. However, when one looks into the birthplace of American's appreciation of wine, grape vine cultivation, and winemaking their origins are markedly Spanish and surprisingly with roots to the Balearic Islands off the coast of Valencia and Barcelona. Settlers from these islands that include Mallorca and Menorca played an integral role in the introduction of wine culture into our present day American society and interestingly this occurred simultaneously and independently during the latter part of the 18<sup>th</sup> Century in what is present day California and Florida.

Cerda, Llanos y Cia., a Miami-based Spanish wine importer and wholesale distributor that specializes in wines from the Balearic Islands, will host a historical and cultural heritage exhibit on this subject that will shed light on the legacy of the Minorcan community in Florida which dates back to 1768 when they settled as indentured slaves in the area of St. Augustine and how that relates to the introduction of wine culture. The exhibit has been recognized as a Signature Event by the Florida Department of State as part of its Viva Florida 500 initiative to celebrate the 500th anniversary (1513-2013) of Juan Ponce de León's arrival on Florida's East coast.

The company will host the exhibit during the Fairchild Tropical Botanic Garden's 21st Annual International Mango Festival and will feature written and visual materials on the subject, a display of published books and archival research, and finally, a short film documentary titled "Smyrnea: Lost and Found" narrated, photographed, and edited by George Sibley and produced by Southeast Volusia Historical Society and Gale Force Films.

The exhibit titled "The Minorcan Legacy and its Influence on Florida's Wine Culture" is free with paid admission to the garden and will be held on July 13-14, 2013 (Saturday-Sunday) from 9:30 AM to 4:30 PM at the company's booth.

For a description on the official events calendar, visit the Viva Florida 500 site.

<http://www.vivaflorida.org/Events/Exhibit-The-Minorcan-Legacy-and-its-Influence-on-Florida-s-Wine-Culture>

For more details about the festival and the location of the venue, visit the garden's event site.

<http://www.fairchildgarden.org/Events/?date=07-2013&eventID=748>

For more information, visit the company's site or call Founder and Managing Director Martin G. Cerda at 305-661-9966 ext. 11. <http://cerdallanosycia.com/>

Founded in 2012, Cerda, Llanos y Cia., Inc. is a licensed importer and wholesale distributor of Spanish wines based in Miami, Florida. The company has historical roots in Spain and Cuba and was newly formed in the United States to carry forward a rich family tradition in winemaking and the distribution of unique wines many of which are deemed organic, biodynamic, and primitive in nature. It selects and works directly with family-owned and operated wineries from numerous Spanish regions which show unique style in their wines as well as offer excellent quality and value. The company is a vertically-integrated operation with its own temperature-controlled distribution center that offers service throughout Florida and a growing list of select key markets throughout the United States.

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