

## HISTORY

*Freixenet*



In 1861 Francesc Sala Ferrés founded Casa Sala, the first wine-exporting company in Sant Sadurní d'Anoia. His son, Joan Sala Tubella, carried the business forward and after the wedding of Joan's daughter Dolors Sala Vivé to Pere Ferrer Bosch, the company entered the cava business. Pere Ferrer Bosch came from the family that owned La Freixeneda, a family estate in existence since the 13th Century and located in the Alt Penedès region. The business grew and the first labels for

Freixenet Casa Sala cava appeared. From the beginning it was decided to concentrate exclusively on the production of cava, a natural sparkling wine, following the method used in the Champagne region (France) since the XVIIIth century. They built their cellars in the town of Sant Sadurní d'Anoia in Catalonia, Spain. The town is located in the heart of the Penedès, a region famous since Roman times for the quality of the wine produced there.

In the 1920s and 1930s the company gained recognition thanks to the drive of its founders and the guaranteed quality of its products. It was at this time that the company started to export its products and it opened its first United States office in New Jersey in 1935.

Unfortunately, the development of the company was held back first by the Spanish Civil War and then by the Second World War. Nevertheless, in 1941 the company launched what would in time become one of its star products—Freixenet Carta Nevada cava. In 1974 its leading export brand, Freixenet Cordón Negro cava, was launched, present in more than 140 countries.

By the beginning of the 1970s Freixenet was well established in the Spanish market as a strong brand with a clear vocation to expand on the international stage. The constant efforts made by the company since then have led to continuous expansion in world markets and made the Freixenet Group in the mid 80's the world leader in sparkling wines produced by the traditional method.

At this time, the company decides to build cellars abroad, such is the case of Gloria Ferrer in California, Wingara in Australia and many more, and also in Spain, in other wine areas of great reputation such as Rioja, Ribera del Duero, Priorat, Montsant, ...

Nowadays Freixenet Group keeps being a 100% family-owned company with 18 cellars in 7 countries in 3 continents.