

# COLLIN'S COLUMN



# SPAIN

## The Spanish Knights are coming! by Collin Williams



We love to promote our products at Spec's in clever and unique ways so that the experience of shopping with us is like no other. In our focus on Spanish wines during the first half of this year, we decided to do something clever that would not only draw attention to the amazing new finds in the Spanish category, but also tie in an interesting aspect to the culture that surrounds the Spanish way of life and its history.

The Spanish Knights are coming! In many of our stores across the state of Texas, we have

positioned life-sized Spanish Knights' armor to use for displays of our Spanish wines. We hope that you enjoy these military men of Spain as they will help to bring a sense of history to your wine buying adventure. These Knights, standing about 6 foot tall, are positioned within our store surrounded by some of our great-valued wines from Spain. Their shields are painted in the traditional colors of the country and their armor is polished and ready for action!

So the next time you are in one of our stores, ask the salesmen to take you to our Spec's Spanish Knights and enjoy!

### A little history about the Knights of Spain –

Spain has a long history of invasions going back to the Phoenicians of the ancient world to the Moorish and Roman civilizations of more recent history. However, the wartime affair is not solely due to invasion from abroad and also incorporates civil strife.

Most notably from these times was the Reconquista of the Spanish lands from the Moors. This struggle of Christian Spain against the Moorish invaders lasted nearly 800 years – making it one of the longest fought wars in history. Knights played an integral part in this order representing both the Christian church and the people.

As with many societies during the “medieval” times, the military for these peoples used protective gear in the form of armored plates to defend against arrows and swords during battle. Interestingly, due to the quickness of the Moorish military, the Spanish adapted by using a lighter set of body armor. In particular, instead of the full set of armor covering the entire body, a Spanish knight could be seen with chainmail covering his arms and hands.



While this time of the Knights was terrible and cost many lives and brought about destruction to much of the country, the fact is that these invading people left influences still evident in many aspects of the Spanish way of life today. Throughout the country, influences of many different civilizations can be seen in the architecture and dialect that helps to provided an ode to the lessons of the past.

Some of the wines featured in these displays include:

**Menguante Tempranillo (DO Carinena) 2007 - \$12.34 cash**



**Casajus Vendimia Seleccion 2005 (DO Ribera del Duero) - \$19.99 cash**

**El Bon Homme 2008 (DO Valencia) - \$14.24 cash**



**Finca Antigua Crianza 2006 (DO La Mancha) - \$11.75 cash**

**Laxas Albarino 2007 (DO Rias Baixas) - \$15.60 cash**



**Real de Aragon Garnacha 2007 (DO Calatayud) - \$9.98 cash**



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with feedback.