vinetur

Iconic Freixenet Figure, Josep Ferrer Sala, Dies at 99

A Life Dedicated to Quality, Innovation, and Cultural Patronage

Thursday, November 7, 2024



Marketing Genius and Philanthropist Josep Ferrer Sala

Josep Ferrer Sala, a pivotal figure in the global success of Freixenet, passed away on November 6 at the age of 99. Born in 1925 in Sant Sadurní d'Anoia, Ferrer dedicated over seventy years to transforming the family winery into a worldwide symbol of quality Cava. Freixenet, established in 1914 by Ferrer's parents, Pedro Ferrer Bosch and Dolors Sala Vivé, faced hardships during and after the Spanish Civil War, including significant family losses. Dolors Sala, alongside Ferrer's sisters, led the recovery. In 1947, Ferrer joined the company and initiated a new era.

Taking a progressive approach, Ferrer propelled Freixenet into international markets. He became general manager in 1959, embarking on a modernization drive that expanded production and established ambitious commercial strategies. By 1978, as president, he achieved a milestone, positioning Freixenet as the world's best-selling Cava. His groundbreaking advertising campaigns, especially the iconic Freixenet Bubbles featuring celebrities, revolutionized Cava marketing and communication in Spain.

Ferrer's leadership was instrumental in Freixenet's internationalization, ensuring Cava's global recognition. His influence extended beyond business; he was a dedicated cultural patron, supporting prominent institutions like the Liceu, Palau de la Música Catalana, MACBA, and MNAC. He also contributed to music and sports, creating the Freixenet Symphony Orchestra at the Reina Sofía School of Music and sponsoring the local hockey team, CE Noia Freixenet.

Even after stepping down in 1999, Ferrer stayed closely connected to Freixenet as honorary president and a member of the Council of Wise Men. His strategic involvement persisted, notably in the 2018 partnership with Henkell, which heralded a new chapter for the company.

Freixenet mourns the loss of a visionary leader who left an indelible mark on the wine world. His commitment to excellence and cultural contributions have left a lasting legacy that continues to guide the future of both Freixenet and Cava worldwide.