

In 1725 a lot happened. For example, on April 30, Philip V Y Charles VI, the King of Spain and the Holy Roman Emperor, signed peace in the Treaty of Vienna. It is not very clear what music was playing while they were recording the documents, but it sure was neither Mozart neither Beethoven because neither of them had been born yet. This year, Jonathan Swift would be finishing «Gulliver's Travels» in his apartment in Dublin and on the other hand, in Virginia, Mary Bell and Augustine Washington would already have decided what to call their son. What they still did not know is that their little George would be the first President of the United States of America. That same year, in France, there were already the first signs of something that, centuries later, became known as «French Revolution», Although it would still take 64 years to arrive. A revolution that Isaac Newton would not get to see, since he died in '27, a couple of years later. Luckily the physicist left everything written, otherwise we would not understand too many things.

## **EL LOBO**

While all this was going on in 1725, in Jijona, a man named Lorenzo Sirvent Ibáñez, decided to leave his farm implements aside and dedicated himself to what he really liked: doing nougat. And then he taught his son. And his son to his son. And his son to his son. And his son to his son. So until Lorenzo's great-great-grandson He opened a small independent nougat workshop in Argentina, since there were many difficulties in transporting the product to international markets from Spain. The workshop stayed for a time next to Mercados «El Lobo», his main client and with whom he began to collaborate until he inherited the name of his friend's business. That man who lived in 1725, Lorenzo Sirvent Ibáñez, was the founder of a company that has reached the 21st century. Very soon we will be 300 years old. Woof. Three centuries.

Who knows. Perhaps Felipe V, Carlos VI, Mozart, Beethoven, Swift, Washington or Newton came to try our Jijona nougat. In fact, it is really possible that someone in your environment offered you a piece of The wolf. Especially at Christmas. And although we cannot guarantee that at all, what we can guarantee is that the recipe for those sweets it remains the same as it was then, inherited through 11 generations. Almond and honey. How easy it seems. And how difficult it is.