

# FEEL THE EUROPEAN QUALITY WITH WINES FROM SPAIN AND PORTUGAL



((( Press dossier )))



#aSharedPASSION ♥

DIETARY GUIDELINES



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CAMPAIGN FINANCED WITH AID FROM THE EUROPEAN UNION

THE EUROPEAN UNION SUPPORTS CAMPAIGNS THAT PROMOTE HIGH QUALITY AGRICULTURAL PRODUCTS.



# Index



Context 3

The campaign 3

The wine sector in figures 9

Wines from Spain and Portugal  
Geographical Indication 12

European Production Model 13

A more sustainable world 14

Wines from Spain 15

Wines from Portugal 28

A Shared Passion (Partners) 46

# CONTEXT

If there is a land that can boast of quality, authenticity, history and tradition in its wines, that is the Iberian Peninsula. And not just because Spain and Portugal have some of the largest vineyards in the planet, because they are world production leaders or because they have a large number of quality labels (PDO/PGI) for wines in Europe.



What truly makes **Iberian wines** stand out is the passion with which they are made. This is a shared feeling that implies the creation of **the highest quality wines** that can transport you to the place they were produced. **Because when you try a wine from Spain or Portugal**, you feel the land, the work of the people who make it possible and the long winemaking tradition behind each and every one of our wines. You are transported to the climate in which our vines grow, you feel each river, each valley, each mountain... **Because each wine is a journey to quality, history and to a world of flavors and nuances that do not exist anywhere else in the world.**

Wine has been part of **Iberian culture and gastronomy** for centuries. Not just because of the climate, the orography, or the unique grapes in the world, but also because wine is part of the way of understanding and enjoying life in **Spain and Portugal**, being very present on everyday moments as well as in the most special and outstanding celebrations and occasions.

Additionally, the winemaking sector plays a fundamental role in **the economic, social and environmental sustainability** of many villages in **Spain and Portugal**, **generating thousands of direct and indirect jobs** that go far beyond the vineyards and wineries, preventing and **combating rural depopulation**.

In fact, the positive impact of this sector is not only limited to the producing countries, but **also contributes to boosting the economy of the rest of the European Union through activities such as transport, logistics, marketing and sales.**

## TAPAS



# THE CAMPAIGN



Reach and objectives of the campaign

## FEEL THE EUROPEAN QUALITY WITH WINES FROM SPAIN AND PORTUGAL

The **FEEL THE EUROPEAN QUALITY WITH WINES FROM SPAIN AND PORTUGAL** campaign, based on the concept of **A Shared Passion**, will last 3 years (2022 - 2023 - 2024) and will be carried out in **Spain and Portugal**. It is aimed at wine professionals (importers and sommeliers), media and KOLs and European tourists coming to the Peninsula. **The main objectives of the campaign are:**



Increase the recognition of EU quality-schemed wines



Promote responsible European wine consumption



2



1

Increase competitiveness



3

The campaign has a total **3-year** investment of

**2,168,744 €**

divided between **Spain OIVE 70%** and **Portugal ViniPortugal 30%**.



70%



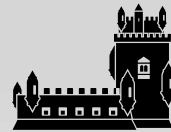
30%

# THE CAMPAIGN



The wines of **Spain and Portugal** have many similarities in the way they are created and enjoyed. As countries we are very close, we share the Iberian Peninsula and also customs and ways of doing things. **We are countries rich in products, traditions, tourism, landscapes, beauty, people, art, leisure and lifestyle.**

To get a good wine you have to bet and stand out. Follow processes that have been passed down from generation to generation, **take care of the land, take quality to the maximum** and make time work its magic on each bottle. **A job of people who live their work with demands. A way of understanding that to obtain a good wine you have to do it with passion. A feeling that we share.**



**FEEL THE EUROPEAN QUALITY WITH WINES FROM SPAIN AND PORTUGAL**

**#aSharedPASSION**

ENJOY IT'S FROM EUROPE

Campaign Graphic

# Creativity of the campaign

## PUBLIC RELATIONS

**Public Relations** will be important to help to disseminate the key values of the campaign through the **media and European professionals**. That is why PR activities' are aimed to professionals, in terms of **specialized press and influencers (KOLs)**, which ultimately will help reaching consumers, as European travelers who come to **Spain and Portugal**, gaining diffusion on the European messages of this campaign. **As such, three press events will be held yearly** in order to inform local and European media about the purpose of this campaign, as well as and the on-going promotion **of PDO/PGI wines present in the target countries**. It is expected that through these events, the global recognition the EU's quality-schemes increases not only in **Spain and Portugal**, but also towards other countries of the Union.



## WEBSITE

A unique site **translated to 3 languages** (English, Spanish and Portuguese). The objective is that the stakeholders and consumers find content of interest, such as characteristics and benefits of **European wine quality scheme, their different varieties, PDO/PGI, European production model, sustainable best practices**, related news, etc.

## SOCIAL MEDIA



The objective of **Social Media** is both to raise awareness about the benefits of **European wine quality** scheme production providing educational content always talking about responsible consumption. For this we have created profiles in **Instagram and Facebook** to approach and discover the wonderful world of Wines from Spain and **Portugal**. We want to teach international tourists about the Portuguese and Spanish grape, **its wines, origin, history, culture, wine pairings, PDO's and PGI's**, and thus encourage them to consume the product in an indirect and subtle way. The content aims to be very **visual, close, didactic**, to enhance communication with curious users. That is why we have focus into three territories very differentiated:

**ORIGIN, WINETAGE, and SPECIALS.**

# Wine



## OUT OF HOME ADVERTISING

This activity aims to target European consumers in their inbound trips to the peninsula. It consisted in physical advertisement in the shape of **banners, promotional messages** within the tourists' arrival zones, targeting **airports and train stations**. Given the number of European tourists who visit Spain, especially those ones interested in the enotourism (wine tourism), this action will impact a large number of consumers within the internal market of the EU trough the 3 years of campaign, helping to greatly diffuse the European message of the campaign, in terms of **PDO/PGI wines and responsible consumption**.



## WORKSHOPS

This type of **event** will be held with the aim of presenting the campaign and its benefits, with the objective of raising awareness about the qualities of European wine sector amongst the key stakeholders. **It will be addressed to professionals, such as sommeliers, media, importers or KOLs from all Europe.**



## VIP DINNERS

With the objective of creating closer ties with the key stakeholders from Europe. In order to achieve so, it is proposed **to hold private dinners for 10 wines European professionals** allowing for them to express their opinions and impressions in a more relaxed atmosphere, where the European national schemes occupy the main spot.



## STUDY TRIPS

Allowing key **European professionals** to see at first hand the benefits of the **European wine production model such as safety, traceability or and sustainability** is crucial to gain their confidence. To this effect, it is proposed to **organise several study trips to Spain and Portugal** with a given itinerary and a **duration of 4 days**. During these trips the guests will be able to visit the full production chain of the **wine sector and PDO/PGI** environment. This will be done to provide the guests with quantitative and qualitative data from the sector, as well as to show them the importance of a moderate consumption.



## EDUCATIONAL CORNER WEEKS

This activity consisted in implementing Educational Corners, in key spots in airports where European tourist were approached in a comfortable and non-invasive way. As such, an **educative booth in international arrival areas**, with the purpose of offering the tourist dedicated information on the **quality wines available in the target markets, the PDO/PGIs** available around their arrival area and transmitting a message of **responsible wine consumption** in their stay in the target countries and increase the visibility of the campaign.



## WINE CONGRESS

As one of the main activities of the campaign, it symbolizes the core target of the program, as it is promoting the **quality schemes of European agricultural products, represented by PDO/PGI wines from Spain and Portugal**, increasing the visibility and knowledge of the products. Furthermore, **visitors (professionals) can also savour these wines, in a responsible and moderate way.**





# THE WINE SECTOR IN FIGURES



## WORLD

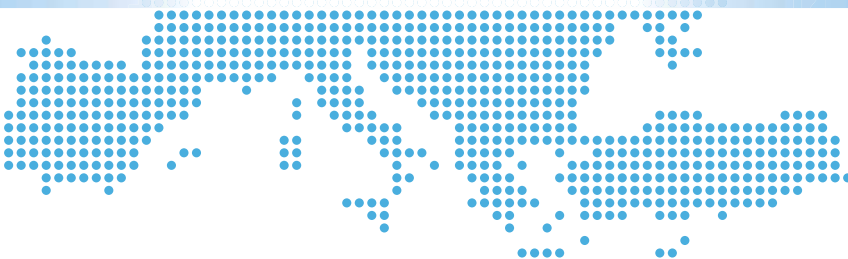


- **7.3 M ha of vineyard in 2022 (-0,4%) year-on-year**
- **Production: 258 M hL in 2022 (- 1% year-on-year)**
- **Consumption: 232 M hL in 2022 (-0,8% year-on- year)**
- **Exports: 37,600 M€ in 2022 (record amount)**

## EUROPEAN UNION



- **3.3 M ha of vineyard (+1%). Spain is the country with the most planted vineyards, followed by France and Italy**
- **Production: 161.6 M hL in 2022 (+4% year-on-year)**
- **Consumption: 111 M hL in 2022 (-2% year-on-year). European consumption accounts for 48% of the world total**



**The wine sector plays a fundamental role in Spain** not only because of its contribution to economic activity, employment and exports, but also because of its wide extension of vineyards and its territorial roots, which makes it a driving force for environmental conservation and rural development. Likewise, the role of viticulture is important for the survival and the fight against the depopulation of rural areas, as it represents **9% of the total value generated by the sector. Spain is the world's leading exporter of wine in volume and the third in value.**

- 930,000 ha of vineyard (1° in the world), 13% of the world's vineyards.
- 103 Protected Designation of Origin
- 34 Protected Geographical Indication
- Production: 36.4 M hL in 2022



Castilla-La Mancha: 18.5 M hL

Catalonia: 2.7 M hL

Extremadura: 3.3 M hL

Valencian Community: 2 M hL

Castile and Leon: 2.3 M hL

La Rioja: 2.1 M hL

Aragón: 1.1 M hL

Andalusia: 0.7 M hL

Murcia: 0.7 M hL

Basque Country: 0.7 M hL

Community of Madrid: 0.7 M hL

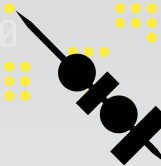
Navarra: 0.6 M hL

Balearic Island: 0.6 M hL

Galicia: 0.5 M hL

Canary Island: 0.5 M hL

# SPAIN



- Exports: 21.5 M hL in 2022 (-8.7% year-on-year) (1st in the world).
- Export value: 3,423 M€ in 2022 (+ 19.7% year-on-year) (third in the world).
- Obtains 3,058 billion euros in trade surplus.
- Generates and maintains 363,980 jobs.
- Leaders in organic vineyards, with 142,100 hectares (2022) developed by 1,334 wineries.
- Municipalities with less than 2,000 inhabitants dedicated to wine have increased their population by 36% in the last 20 years.
- In Spain there are 4,347 exporting wineries that sell wine to 189 countries around the world.

### Main importers of Spanish wine:

Germany  
10.5%



United Kingdom  
8.7%



United States  
10%



France  
7.2%



Switzerland  
4.2%

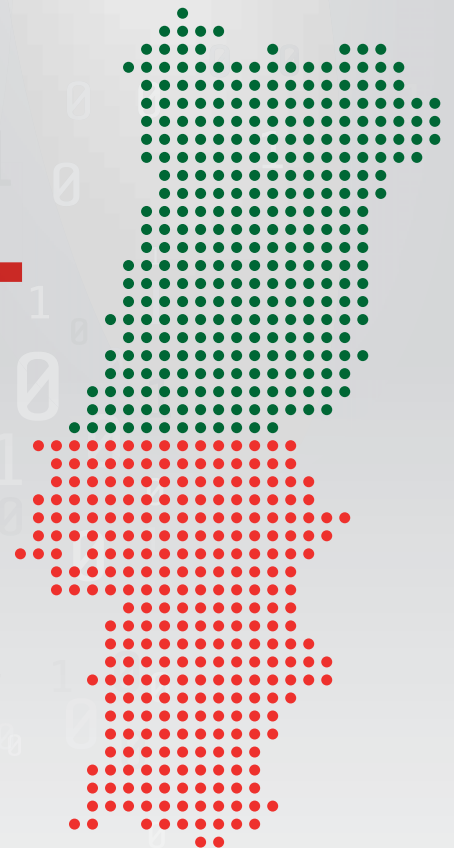
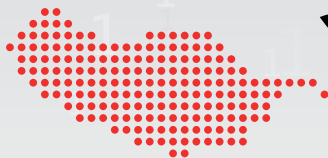
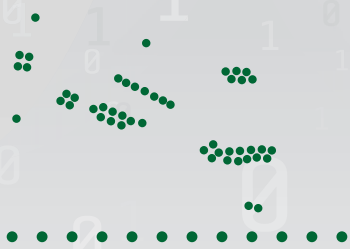


**Portugal has a wide variety of wines based on the uniqueness of its grapes and terroirs.** Overall, this means that today the international **reputation of Portuguese wine is undeniable.** In addition, the Portuguese are the largest consumers of wine per capita due to their deep-rooted wine culture and tradition.

Portuguese wines represent a fundamental part of the country's economy, as they have great potential to boost tourism because of the income they generate and the number of jobs they create, both direct and indirect. In addition, Portuguese wines already represent more than 2% of Portuguese exports, reaching almost one billion euros of barrier and growing 1.5% in 2022.

- 193,000 ha of vineyard (2.7% of the world vineyard, 9th in the World)
- 31 Protected Designation of Origin
- 14 Protected Geographical Indication
- Production: 6.8 M hL in 2022 (-8% year-on-year)
- Exports: 3.27 M hL in 2022 (-0.4% year-on-year)
- Export value: 941.4 M€ in 2022 (+ 1.5% year-on-year)

# PORTUGAL



## Main importers of Portuguese wine (economic value):

France  
112 M€

United States  
106 M€

United Kingdom  
85 M€

Brazil  
71 M€

Canada  
52 M€



## Main importers of Portuguese (million liters of wine)

France  
40 M liters

Angola  
34 M liters

United States  
25 M liters

United Kingdom  
24 M liters

Brazil  
24 M liters





# WINES FROM SPAIN AND PORTUGAL

# GEOGRAPHICAL INDICATION



The **EU** quality policy aims to protect the names of specific products to **promote their unique characteristics, which are linked to their geographic** origin, as well as traditional knowledge acquired during their production. For these reasons, wines may receive a “Geographical Indication” (GI) if they have a specific link to the place where they are made. This recognition enables consumers to trust in and identify quality products, while helping producers to better market their products.

Geographical indications include:



## Protected Designation of Origin (PDO)

Wines registered with a PDO have a greater connection to the place where they are made. This means that every part of the production, transformation and elaboration process must take place in the specific region. For wines, this means that the grapes must be grown exclusively in the geographical area where the wine was made.



## Protected Geographical Indication (PGI)

A PGI underlines the relationship between the specific geographic region and the name of the wine, when a particular quality, reputation or other characteristic can essentially be attributed to its geographic origin. For wines, this means that at least 85% of the grapes used in its production must be grown exclusively in the geographical area where the wine was made.



# EUROPEAN PRODUCTION MODEL



The EU is the largest producer, consumer, exporter and importer of wine in the world, and it represents:

- 45% of the world's winemaking regions
- 62% of worldwide wine production
- 48% of worldwide wine consumption
- 70% of all wine exports



Source: World wine sector outlook 2022. International Organization of Vine and Wine



Wine is a natural product, and that's why it changes every year depending on the characteristics of the harvest. The **soil, climate, geology, varieties and winemaking techniques are decisive, yet variable factors that give each wine a unique character and personality.**

What is common to all of them is how they are produced, i.e., following the strict controls and quality standards of the **European Production Model (EPM)**, the strongest guarantee in the world with regard to **traceability, food safety and sustainability.**

This is a set of more than **70 standards** that regulate the way food is produced in the **European Union**, from the moment it leaves its origin until it reaches the final consumer. This socioeconomic and regulatory framework, created by the CAP (Common Agricultural Policy), **has made it possible to improve efficiency and make production more environmentally friendly and committed to meeting the 2030 Sustainable Development Goals set by the United Nations.**



# A more sustainable world



The winemaking sector in **Spain and Portugal** contributes to the social and environmental sustainability of the **European Union**, guaranteeing the future of many rural areas, **creating thousands of jobs that prevent their depopulation** and conserving the environment, protecting against soil erosion and helping to prevent forest fires, thanks to the low density of vine rootstock, which hampers the spread of fire.

Additionally, thanks to the new strategy implemented in 2020 by the **European Union "From Farm to Fork"**, based on sustainability and caring for the environment, the Spanish and Portuguese winemaking sectors have prioritised sustainable **production and ensuring the quality and safety of European wines through:**



- Ensure that food is sufficient, affordable, and nutritious, without exceeding planetary limits.
- Reduce by half the use of pesticides and fertilizers and the sale of antimicrobial agents.
- Increase the amount of land devoted to organic farming.
- Promoting more sustainable food consumption and healthy diets.
- Reducing food loss and waste.
- Fighting food fraud in the supply chain.

**To that end, the European winemaking industry has made over the past few years a concerted effort to develop new production models that help make production processes more efficient, thereby reducing the sector's environmental impact.**





# WINES FROM SPAIN



Spain is one of the countries with the greatest variety and quality of wines in the world, and this is because of its wide array of grape varieties and terroirs, which make our wines unique.

In fact, the Spanish wine culture has not ceased to prosper and, in recent years, new Designations of Origin, producing regions, wineries and even recognized attempts to recover different grape varieties and forgotten and almost disappeared areas have been emerging.



# DISTRIBUTION OF VARIETIES BY REGIONS





# 1. Atlantic Region



Territory that includes the autonomous communities of **Galicia and the Basque Country**, and the region of **El Bierzo** (León). This is because all its **Denominations of Origin (DO)** share two differential factors: the small size of the vineyards and the proximity to the sea, which gives them certain common characteristics within their own diversity. In total, it is composed of 5 **Galician DOs** (**Monterrei**,

**Rías Baixas, Ribeira Sacra, Ribeiro and Valdeorras**), **DO Bierzo** and 3 **Basque DOs** (**Arabako Txakolina, Bizkaiko Txakolina and Getariako Txakolina**). The climate is usually represented by mild temperatures and very abundant rainfall, due to the proximity of this area of **northern Spain to the Atlantic Ocean**.



## 2. Around the Duero River

The **Duero** is the longest river in the **Iberian Peninsula** and around it develops a fascinating and varied wine world that, on its two banks, hosts **8 Denominations of Origin**.

The edaphological magic provided by the dragging of its waters, giving rise to a profusion of soils, is what makes the vineyards of its basin majestic. Therefore, to travel along the course of the **Duero** is to encounter the vestiges left by history in the form of **castles, palaces and monasteries**, which show the importance of vine cultivation in the development of the peoples of the area. It can be said that the **Duero** is a territory of **red wines**, despite the space -not negligible in size- occupied by the **white Verdejo variety for Rueda wines**.



**TAPAS**



# 3. Around the Ebro



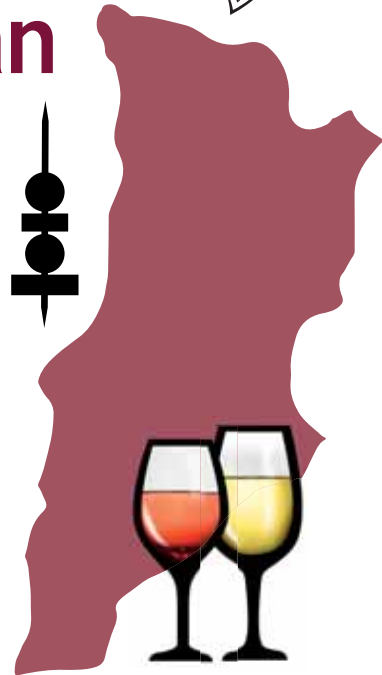
When entering the **Ebro** river basin, one can look back 2,000 years and find the settlers of the **Roman Empire** who, apart from leaving multiple teachings and traditions in the local culture, built and facilitated a transport network that gave way to the trade of hundreds of goods, such as wine. As a result, several **DOs** have been established in the area with a distinct personality, which has been defined over the centuries. For example, the popular **Rioja DO** has been a protagonist on the national wine map and its internationalization has served as a locomotive to make other Spanish wines known around the world, such as the rosés made from the Garnacha and Tempranillo varieties of the neighboring Navarra DO. Meanwhile, in the province of **Zaragoza, with 3 DOs (Calatayud, Cariñena and Campo de Borja)** around this river, **Garnacha** dominates the **vineyards**, since this variety finds its origin in Aragón.



# 4. The Pre-Pyrenees and Interior Mediterranean



The 7 **DOs** in this chapter are distinguished by their proximity to the sea, but without losing sight of the Pyrenees mountain range, which gives them an inland character. Therefore, they could be incorporated into the previous chapter, related to the **Ebro River**, or the following one, where the territory is linked to the **Mediterranean Sea**. However, this group has in common some geoclimatic factors that intermingle leaving the dividing lines blurred: its continental nature loses characteristics as it gets closer to the sea, where it acquires Mediterranean particularities. The **DO Somontano, Pla de Bages, Conca de Barberà, Costers del Segre, Terra Alta, Montsant and Priorat** are relatively young and have nothing to do with the old warm and powerful wines of the past. Thus, the **Garnacha** grape variety has gained ground in the **Priorat and Montsant** areas and occupies almost 40% in **Terra Alta**. In **Conca de Barberà**, **Trepat** has granted an important territorial identity, while **Pla de Bages, Somontano and Costers del Segre** stand out for including a wide range of varieties when making their wines.



# 5. Mediterranean Airs

The Mediterranean is more than just a sea with different regions sharing a common coastline. Diverse and multifaceted, the autonomous communities (**Catalonia, Valencia, Balearic Islands and Murcia**) that share it have originated 13 DOs (**Alella, Penedés, Tarragona, Catalonia, Valencia, Utiel - Requena, Alicante, Yecla, Jumilla, Bullas, Binissalem and Pla i Llevant**) and 4 DO Pago (**Los Balagueses, Chozas Carrascal, El Terrerazo and Vera de Estemas**). In general, the wines from this area have a style that implies alcohol content and structure, as the hours of sunshine give the grapes greater maturity, which produces wines with more sugars and, therefore, more sweet, opulent and with a greater presence of fruit. The charm of the diversity of these wines also comes from a specific terroir, human vision and local processes and traditions that have helped to create an identity.

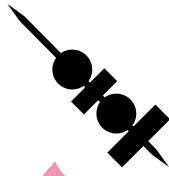


# 6. Central System Region

It is the largest wine region in the world and produces almost half the volume of wine produced in **Spain**. The journey through the wines in this chapter begins at the border of **Portugal**, with an Extremadura **DO**, **Ribera del Guadiana**, born at the end of the 20th century. Further north, in Castilla y León, we find the only **DO of Ávila** (Cebreros), also close to the **DO Vinos de Madrid**. And to finish the chapter on the **Central System**, we find the wine giant **Castilla-La Mancha**, which has 7 **DOs** (**Méntrida, Mondéjar, Uclés, La Mancha, Valdepeñas, Ribera del Júcar, Manchuela and Almansa**). It should be noted that this large wine-growing area is home to the largest number of **DO Pago wines in the country** (**Campo de la Guardia, Vallegarcía, Dominio de Valdepusa, Finca Élez, La Jaraba, El Gujoso, Dehesa del Carrizal, Casa del Blanco, El Vicario, Los Cerrillos, Florentino and Calzadilla**). The enormous amount of grapes grown is mainly destined for **Airén white wines**, although it is the bottled **Cencibel (Tempranillo)** red wines that give the greatest prestige to this extensive production area.



# 7. The South



Southwestern **Spain** has been planted with vineyards for almost **3,000 years**. But this part of the **Iberian Peninsula** was long under Islamic control and wine production was discouraged, if not banned, from 711 to 1492. To most visitors, **Andalusia** looks more like a moonscape than a landscape; hot and arid, rugged and harsh, it fits the image many Americans

the Andalusian mountains offer many other possibilities. fascinating dessert wines have been produced in areas of **Montilla-Moriles and Malaga**. In addition, Jerez, a province that receives more rainfall than most of southern **Spain**. That rain is captured by its special soils, rich in limestone, called albariza, which bake in the summer sun forming a hard crust that traps fresh moisture for the needs of the vines. **Sherry** is a wine that is fortified after fermentation, so, unlike **Port**, it begins its life as a dry wine and is classified into two categories: fino and oloroso. The first corresponds to light, crisp and delicate wines, even at their usual alcohol level of 15% or more. **They are aged in barrels** under a film of yeast called flor, which protects the wine from oxygen, also adding flavors and aromas. Meanwhile, olorosos are usually made sweet, although some of them are left dry. This type of wine is defined as aromatic, since the long barrel aging confers certain aromas, such as caramel, nuts, prunes, cherries, oranges, spices or chocolate, among others.

have of **Spain** in general. However, With abrupt changes in altitude,



# 8. Canary Island

Although located off the coast of **Africa**, the **Canary Islands** are part of **Spain and its history**. The archipelago was used as an obligatory stop during the long voyage to **America** and it was here that **Columbus** extracted the sugar cane to transplant it to the **New World** and produce rum. **El Teide**, **Spain's** highest mountain, is located in **Tenerife** and the vast majority of the island's vineyards are grown on these fertile volcanic soils. In total, the region has 11 **DOs (Lanzarote, La Palma, El Hierro, Gran Canaria, Abona, Tacoronte-Acentejo, Valle de Güimar, Valle de la Orotava, Ycoden-Deute-Isora, La Gomera and Canary Islands)**, all of which are very interesting.





# 9. Cava Region

**Cava** wines enjoy enormous popularity in the world wine market, a fact that is demonstrated -in part- by its large export quota, which accounts for around **65% of total cava production**. But cava stands out not only for its international repercussion, but also for its quality and characteristics, as it is the only **DO** dedicated exclusively to sparkling wines. Another of its differentiating features is that it is the only Spanish **DO** that is not specifically linked to a single wine-producing region. In fact, **while 95% of cava comes from Penedès, in Catalonia, DO Cava wines can be produced in other areas of Catalonia, La Rioja, the Basque Country, Aragon, Navarra, Valencia and Extremadura**.

This type of wine has been linked more to its production method than to the particular characteristics or terroir of a specific area.

However, in recent years, some of the most respected names in cava production have placed increasing **emphasis on aspects that emphasize the specific links between cava wines and the places where they are made**. These include efforts to recover old vines and grape varieties; research into microclimates and soil compositions; and a greater emphasis on organic and biodynamic production-all elements that have gradually shifted cava from answering the question "What?" to answering "How?" and "Where?".





# MAIN GRAPES VARIETIES



Winemaking registries currently recognize around **280 grape varieties** for wine production in Spain. This number is quite high, but it's just an approximation, as research in recent years has recognised at least **350 varieties**. Some of these unknown varieties don't even have a name or are in the process of being recovered. This is a coordinated effort that includes the participation of researchers, **with the help of viticulturists, wineries and different experts in ampelography and edaphology.**



Wines in Spain can be made using a **single grape variety or a blend of different varieties**, which is the **most traditional way of making wine.**

**Below are some of the most commonly used varieties:**



## Red Wine grape varieties

### BoBal

Native to the region currently known as **DO Utiel-Requena in Valencia**, it occupies over **70% of vineyards**. It is grown over a large part of the Mediterranean coast. Well-suited to aromatic rosés and full-bodied reds.

### Cariñena

Originally from Aragón, where it gets its name. Although there are some questions about their relationship, it is also known as **Mazuelo in Rioja and Samsó in Cataluña**. It provides acidity and its high tannin content enables wine to age well.

### Garnacha

This native variety is one of the most widespread in Spanish vineyards and, undoubtedly, the most popular. It is also known as **Giró, Lladonera and Garnatxo**. It produces wine with a high alcohol content and moderate acidity. It is very popular now thanks to the typicality that it offers from one terroir or region to the next.

### Mencia

Used mainly in **DO Bierzo**, although it is also grown in regions of **Castilla-León and Galicia**. Mencia is one of the five main varieties of native red wine grapes in Spain.

### Monastrell

This variety is typical of the Levante region, where it is planted in **80% of vineyards in DO Jumilla and in approximately 75% in DO Alicante**. It is very drought resistant. It produces expressive wines, with a high alcohol content and medium acidity.

### Negramoll

Especially abundant in the **Canary Islands and Palma de Mallorca**. This variety is not found in mainland Spain. It produces silky, aromatic wines, with balanced acidity, providing a high degree of freshness.

### Tempranillo

A native variety, believed to have originated in **La Rioja**, this is the most important grape variety in **Spain**. **Tempranillo can be found in approximately 30 DOs** and it occupies a quarter of total vineyard area. It has many names depending on the region: **Tinta del País, Tinto Fino, Ull de Llebre or Cencibel**. Tinta de Toro is a close relative of this variety.

# White Wine grape varieties

## Airén

Originally from **La Mancha**, this is the most widely grown white variety in Spain. It is also known as **Forcallet, Forcayat, Manchega and Lairén**. It is very drought resistant and adapts well to poor soils. Mid to low aromatic intensity, perfect acidity and a good alcohol content.

## Albariño

Grape native to **Galicia**, very commonly used to make wines in **DO Rías Baixas**. A very aromatic variety which produces silky, fresh wines with a medium alcohol content. The most relevant characteristic is its distinctive fruity character with a wide variety of aromas.

## Godello

Native to the northeast, it is mainly used in **Galicia and León**. It is the most important grape in **DO Valdeorras**. It can result in varietal wines with a high alcohol content that are balanced, with very characteristic, intense aromas.

## Hondarribi zuri

Native to the north and the main variety used to make txakoli in the three **DOs in the Basque Country**. It produces light, smooth wines with a sharp acidity and citrus aromas. (The red version, **Hondarribi Beltza**, is less commonly grown).

## Malvasía

Very widespread in **Spain** due to its versatility, it is also known as **Subirat**. It comes from the Mediterranean basin. It is used for both sweet and dry wines. It is often grown in the **Canary Islands**. It results in golden, slightly bitter must. It is also suitable for liqueur wines.

## Moscatel de grano menudo

Grown mainly in **Málaga and Valencia**, it is one of the oldest Mediterranean white varieties. It can also be found in **Aragón, Navarra**, etc. Its sugar potential is high, with a good balance of acidity and intense flavours. Suitable for natural sweet wines.

## Palomino

Especially grown to produce fortified wines in Andalucía, mainly in **DO Jerez-Xérès-Sherry**, to make manzanillas, amontillados, finos and olorosos. It is also known as **Listán, Chipiona and Pinchito**. It produces wines with a medium alcohol content, and its best expression is when used to make fortified wines, although it is also being used in modern winemaking in other regions.

## Parellada

Widely used in **Cataluña**, especially to make cava, it is the finest of the traditional varieties from **Penedès**. It produces fresh white wines, with fresh aromas and a delicate acidity. It is also known as **Montonec, Verda Grossa, Martorella and Montonega**.

## Pedro Ximénez

This is the reigning variety to make sweet fortified wines. It makes up 90% of grape production in **DO Montilla-Moriles**. Sun-dried grapes are used for the famous **sweet PX**. It is a very productive variety that is resistant to high temperatures and drought.

## Verdejo

This is the most important variety used to make wines in **DO Rueda**. This aromatic, fruity variety produces wines with a fairly high alcohol content, with medium/high acidity, which feature intense aromas that are highly typical of the terroir.

## Viura

The white grape variety most widely used in **La Rioja**. Also known as **Macabeo**, in **Cataluña** it is one of the three main grapes in **DO Cava**.

## Xarel-lo

A grape native to **Cataluña** and used widely to make cava, along with **Parellada and Macabeo**. It is a very versatile variety, in which floral aromas predominate. It is one of the three typical varieties for producing **cava in Cataluña**.

**International grape varieties** commonly grown in Spain include reds **Cabernet Sauvignon, Syrah, Pinot Noir and Merlot**, and whites **Chardonnay, Riesling, Gewürztraminer and Sauvignon Blanc**.





# WINES FROM PORTUGAL



**Portugal** is the tenth largest wine producer in the world and a land of great contrasts. It is a land with a **long winemaking tradition** that can boast of the great diversity and uniqueness of its wines, most still made from traditional, local varieties, most of which are found nowhere else in the world. In fact, **Portugal is the European Union country** with the greatest diversity of grape varieties per square kilometer, with more than **250 native grape varieties** on offer.

Apart from the famous **Ports and Madeira**, it produces a very wide range of wines.

The role played by the topography of this country is essential. **On the coast, the wines are shaped by the nearby Atlantic breezes**, while, in the interior of its territory, beyond the mountains, the regulating effect of the ocean is much less. From the north to the south of the country, vineyards are omnipresent, except for the highest mountains with a climate unsuitable for viticulture.

## Certified wines:

### DOC Regions (or PDO Regions)

At the highest level of the European winemaking hierarchy, Portugal has 31 DOC/PDO. Currently in Portugal both terms are used, the traditional, local "DOC" (Denominação de Origem Controlada), which means Controlled Designation of Origin, and the new pan-European "PDO" (Denominação de Origem Protegida), or Protected Designation of Origin. Each of these regions has strictly defined geographical limits. The DOC regulations also establish maximum grape yields, recommended and permitted grape varieties and more, and all the wines must be tasted, tried and officially approved.

### Vinho Regional (or PGI)

Portugal is divided into 14 "regional wine" areas. For years, the wines from these areas have been labelled as Vinho Regional. But now the European Union has introduced new names for this category of wine: "GI", which means "Geographical Indication" or "PGI", "Protected Geographical Indication". Most of the Portuguese regions have chosen to maintain the old designation, VR. The rules for making regional wines are much less strict than those governing wines with a Designation of Origin. However, many prestigious Portuguese wines are classified as Vinho Regional. Often, this is because a producer decides to use grape varieties that are not permitted in the local DOC/PDO, or at least not in those specific combinations or proportions. The more lax rules for Vinho Regional give producers more space for individuality, although these wines still must meet certain criteria in terms of grape varieties, minimum alcohol content, etc.

### Vinho (Wine)

Vinhos (table wines) are the simplest wines in Portugal. They are not subject to any of the rules stipulated for regional wines or PDO wines. However, there are some critically acclaimed wines that are labelled simply as Vinho. They usually come from winemakers who have chosen to work outside of the official rules and have purposefully classified their wine as a table wine.

# DISTRIBUTION OF VARIETIES BY REGIONS



wines of  
portugal

a world of difference



# 1. Vinho Verde

It has the largest **DOC / PDO** area in **Portugal** with around **24,000 hectares**. It is located in the extreme north of **continental Portugal**, bounded to the north by the **Minho** river, stretching along the Atlantic coast as far as the city of **Porto** and to the south as far as the banks of the **Vouga** river. The vineyards are concentrated along the valleys of the main rivers. The soils are homogeneous and mostly **granite, fertile to very fertile, with high acidity**.

The denomination is divided into nine distinct sub-regions, **Monção e Melgaço, Lima, Basto, Cávado, Ave, Amarante, Baião, Sousa and Paiva**. The dominant white grape varieties are **Alvarinho, Arinto** (locally known as Pedernã), **Avesso, Azal, Loureiro and Trajadura**, while the red varieties are **Borraçal, Brancelho, Espadeiro and Vinhão**.



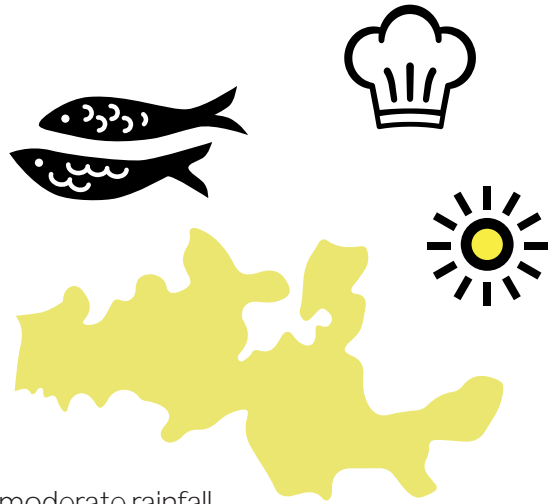
## 2. Trás-os-Montes

It is known for its high altitude and has a harsh continental climate with long, scorching **summers followed by long, cold winters**. The region is divided into three sub-regions, **Chaves, Valpaços and Planalto Mirandês**. The first two sub-regions are located in the geographical centre of the appellation, with the **Planalto Mirandês** on the plateau of the **Serra do Mogadouro**, to the southwest of the region. The dominant white grape varieties are **Códega do Larinho, Fernão Pires, Gouveio, Malvasia Fina, Rabigato, Síria and Viosinho**, and the red ones are **Bastardo, Marufo, Tinta Roriz, Touriga Franca, Touriga Nacional and Trincadeira**.



# 3. Porto e Douro

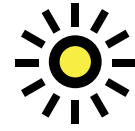
For its beauty and monumentality, the region was recognized by UNESCO as a **"World Heritage Site"** in 2021. Nowhere else in **Portugal** is man's intervention in the landscape so evident, visible in the thousands of terraces scattered throughout the region, defying the gravity of the steep slopes where the vines are planted. Douro region runs along the axis of the River Douro, stretching from the Spanish border to about ninety kilometres from the city of **Porto**. The climate is usually dry, with cold winters and very hot summers, ranging from moderate rainfall in the west to the almost desert-like dryness of the land near the border. It is in Douro that **Port** Wine is born, the main ambassador of national wines. It is one of the richest regions in terms of indigenous grape varieties, with hundreds of unique varieties and an extensive area of old vines, sometimes planted with dozens of varieties mixed together. Among the hundreds of varieties, five red varieties stand out, **Tinta Barroca, Tinta Roriz, Tinto Cão, Touriga Franca and Touriga Nacional**, selected for their excellence in producing **Port** Wine. The white varieties **Gouveio, Malvasia Fina, Moscatel, Rabigato and Viosinho**, and the red varieties **Sousão and Tinta Amarela (Trincadeira)** also stand out.





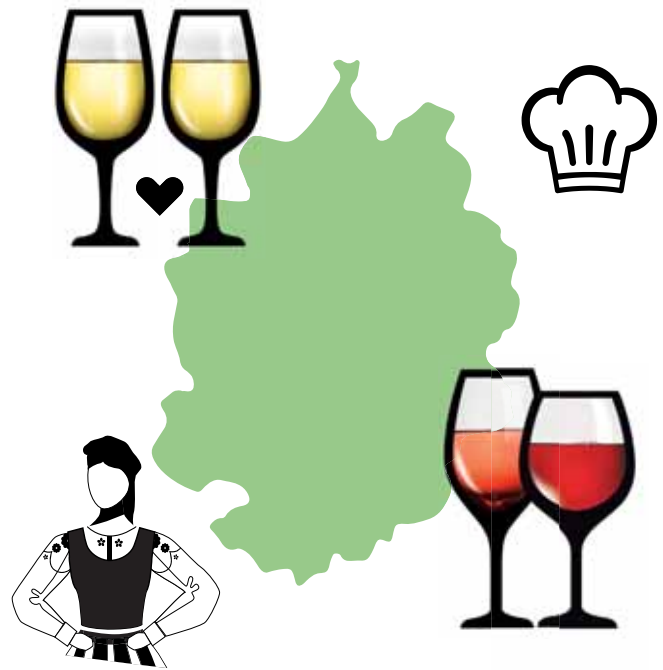
# 4. Távora e Varosa

It is located northeast of the **Dão** region, bordering the **Douro** region. The vineyards are located between 500 and 800 metres above sea level, marked by an extreme climate with a strong continental influence. Granite soils prevail, with some schist stains. The predominant grape varieties are **Bical, Cerceal, Fernão Pires, Gouveio, Malvasia Fina** and **Chardonnay** for the whites, and for the reds **Tinta Barroca, Tinta Roriz, Touriga Franca, Touriga Nacional** and **Pinot Noir**.



# 5. Dão

The vineyards are sparse and discontinuous, divided into multiple plots. The mountains determine and condition the region's climate, sheltering the vines from the direct influence of the continental climate and the maritime influence. The most important white grape varieties are **Bical, Cercial, Malvasia Fina, Rabo de Ovelha and Verdelho**, in addition to **Encruzado**. As regards red grape varieties, besides **Touriga Nacional, Alfrocheiro, Jaen and Tinta Roriz** stand out, as well as the little valued **Baga, Bastardo and Tinta Pinheira**.



# 6. Bairrada

The soils are divided between **clay-limestone soils and sandy strips**, consecrating different styles according to the predominance of each element. The property is divided into thousands of small plots. It was one of the first national regions to adopt and explore sparkling wines, a style that is still cherished in the region. The **cool and humid** climate favours its elaboration, providing grapes of high acidity and low alcoholic content. In the region, two different philosophies coexist: the classic style wines, mainly based on the **Baga** grape variety, alongside the new **bairradino** wines, based on a variety of national and international grape varieties. The predominant white grape variety is **Fernão Pires** (known as Maria Gomes in the region), followed by **Arinto, Bical, Cercial and Rabo de Ovelha**. The reds are dominated by the **Baga** grape variety, followed by the **Alfrocheiro, Tinta Pinheira and Touriga Nacional** varieties.



# 7. Beira Interior

The climate suffers from an extreme continental influence, with important temperature variations, short, **hot and dry summers and long and very cold winters**. The soils are mostly granite, with small patches of schist and, although not very common, sandy patches. Beira Interior is divided into three sub-regions, **Castelo Rodrigo, Pinhel and Cova da Beira**. Castelo Rodrigo and Pinhel, despite being separated by mountain ranges, share similar characteristics. On the other hand, **Cova da Beira** is different, extending from the foothills of **Serra da Estrela to the Tejo valley**, south of **Castelo Branco**. The predominant white grape varieties are **Arinto, Fonte Cal, Malvasia Fina, Rabo de Ovelha and Síria**, while the red varieties are **Bastardo, Marufo, Rufete, Tinta Roriz and Touriga Nacional**, with the regular presence of very old vines.



# 8. Lisboa

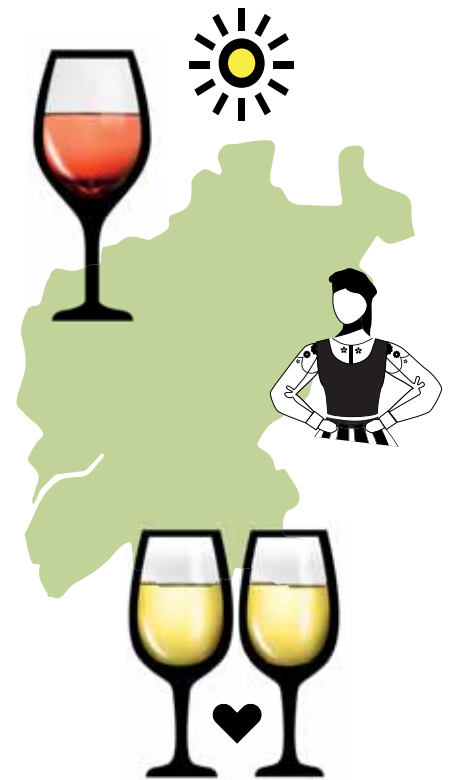
The vines located near the coast suffer from a strong and decisive Atlantic influence, while the vines located inland, protected from maritime influence by the different mountain systems, **benefit from a transitional Mediterranean climate**. **The wines from coastal areas have very low alcoholic concentrations**, with a lightness comparable to the wines from **Minho**. The soils are divided between clayey-calcareous and sandy-clayey areas. **Lisboa** wine region is made up of nine denominations of origin, grouped into three characteristic geographical clusters. To the south, very close to **Lisbon**, are the appellations of **Bucelas, Colares** and **Carcavelos**. In the centre of the region are **Alenquer, Arruda, Lourinhã, Óbidos** and **Torres Vedras**, while in the north is **Encostas d'Aire**. The main white grape varieties are **Arinto, Fernão Pires, Malvasia, Seara-Nova and Vital**, while the red varieties include **Alicante Bouschet, Aragonez, Castelão, Tinta Miúda, Touriga Franca, Touriga Nacional** and **Trincadeira**.



# 9. Tejo

Viticulture has deep roots in **Tejo** and it is heralded as one of the oldest wine producing regions in the country. Vineyards have graced the banks of the **Tejo** River (Tagus in English) since Roman times, and the influence of past grape-growing cultures is evident in the many architectural relics dotting the landscape. Formerly known as **Ribatejo**, since 2009 the region has now simply been called **Tejo**, a tribute to the river that has defined its landscape, climate and economy for centuries. The river can also be credited for shaping the distinct **Tejo** terroirs, making the surrounding plains and riverbanks an ideal terrain to cultivate Portugal's native grapes. With a focus on quality and balance, the wines of Tejo are some of the most vibrant and affordable produced in **Portugal** today, offering a diverse array of styles appealing to all tastes and budgets.

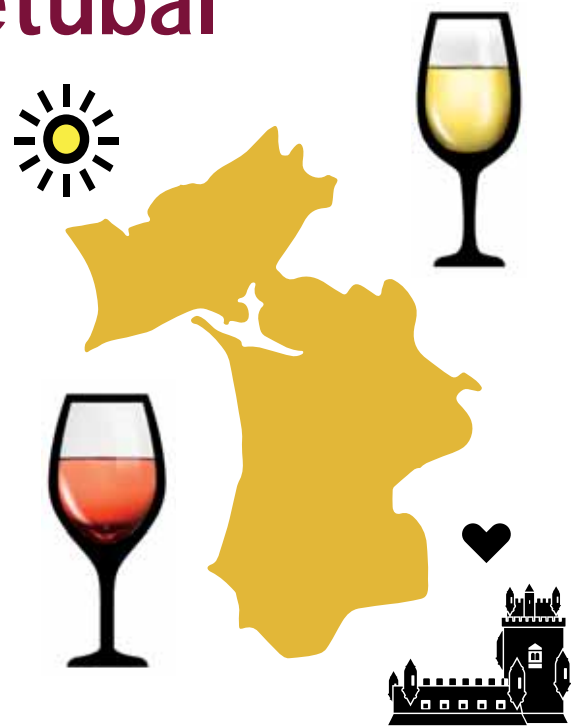
Tejo's native red grapes include the bold **Touriga Nacional**, Portugal's most famous varietal, as well as **Trincadeira**, **Castelão** and **Aragonês**. The aromatic **Fernão Pires** and the lively **Arinto**, as well as **Alvarinho** and **Verdelho**, produce some of the region's most refreshing white wines.



# 10. Península de Setúbal

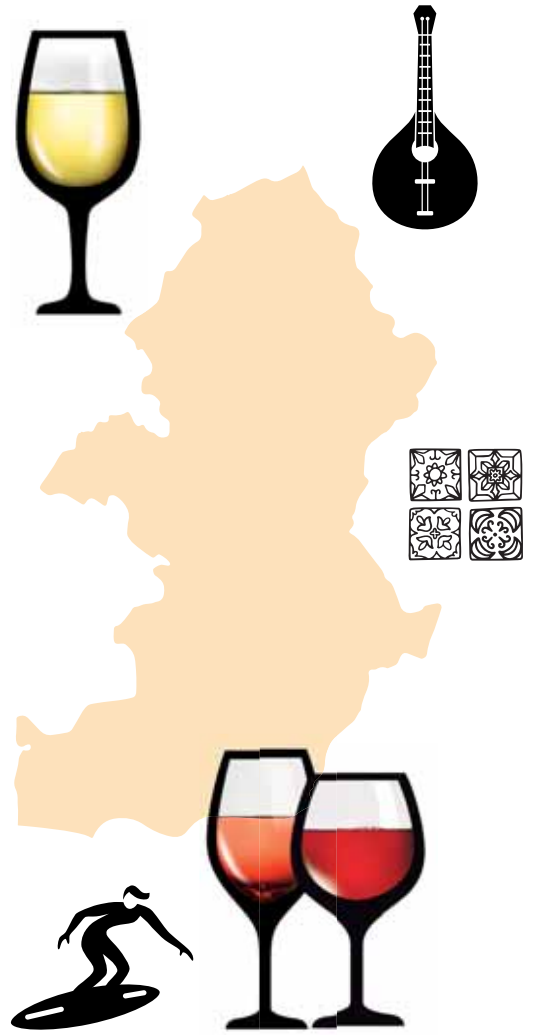
**Península de Setúbal** varies between flat, sandy areas and the more mountainous landscape of the **Serra da Arrábida**. This is the birthplace of **Moscatel de Setúbal**, one of **Portugal's** most renowned wines. The region's climate is clearly Mediterranean, with hot, dry summers, mild but rainy winters and high humidity. Only **Serra da Arrábida**, due to its high altitude and proximity to the sea, benefits from a more Atlantic climate.

The **Setúbal Peninsula** comprises the designations of origin "**Palmela**" and "**Setúbal**" and the geographical indication of **Península de Setúbal**. The denomination "**Setúbal**" is reserved for Moscatel de Setúbal and **Moscatel Roxo** wines. The two dominant white grape varieties are **Arinto** and **Fernão Pires**, as well as **Moscatel Graúdo**, which is used mainly in the region's fortified wines. The red varieties are **Castelão** and **Trincadeira**.



# 11. Alentejo

A region of **rolling** plains, the **Alentejo** has a relatively smooth and flat landscape that stretches across almost a third of **mainland Portugal**. The climate is clearly Mediterranean, hot and dry, with a strong continental influence. The **Alentejo** is divided into eight sub-regions, **Borba, Évora, Granja-Amareleja, Moura, Portalegre, Redondo, Reguengos and Vidigueira**, grouped into three distinct groups. **Portalegre** is the most original sub-region, with predominantly granite soils, influenced by the freshness of the **Serra de São Mamede**. The landscape offers numerous plots of old vines, planted on the steep slopes of the mountain, benefiting from a unique microclimate that confers freshness and complexity. **Borba, Évora, Redondo and Reguengos** embody the Alentejo identity, a **land of balance and harmony**, in the right proportion between freshness and fruit, energy and softness. The sub-regions of **Granja-Amareleja, Moura and Vidigueira**, in the south of the appellation, offer warmer and softer wines, with poor and dry land, where the vines suffer from the harshness of the climate and the poverty of the soils. The white varieties include **Antão Vaz, Arinto and Roupeiro**, as well as the now underrated **Diagalves, Manteúdo, Perrum and Rabo de Ovelha**. The red varieties are **Alfrocheiro, Alicante Bouschet, Aragonez, Castelão and Trincadeira**, as well as the underrated **Moreto, Tinta Caiada and Tinta Grossa**.





# 12. Algarve

Situated in the south of mainland **Portugal**, the **Algarve** is separated from the Alentejo plain by an almost unbroken mountain range that runs from the Spanish border to the Atlantic coast. The region's **soils are heterogeneous**, divided between predominantly **sandy, clayey, limestone, sandstone and litholithic** areas, with rare schistose zones on the mountain slopes. Algarve is divided into four appellations of origin, **Lagos, Portimão, Lagoa and Tavira**. Protected from the hot, dry northern winds by the mountain system, enjoying over **3,000 hours of sunshine a year**, the **Algarve** presents itself as one of the regions with the greatest growth potential in Portugal. The majority of white grape varieties are **Arinto, Malvasia Fina, Manteúdo and Síría**, while the red varieties are **Castelão and Negra Mole**.



# 13. Madeira

**Madeira** wine is a fortified wine with an almost unlimited storage capacity, managing to survive for more than two centuries. The vines grow aligned on small raised terraces in an extremely mountainous region with steep slopes and deep valleys.

**Situated in the North Atlantic**, at the same latitude as

**Casablanca, Madeira** benefits from a temperate and markedly Atlantic climate, with mild temperatures all year round. The soils are of volcanic origin, fertile, very rich in organic matter and acidic, which, combined with the humid climate, the traditional system of training

the vines in pergolas, with the consequent difficulty in the physiological maturation of the grapes and very high yields, compromise the maturation of the grapes, providing wines with very high acidity

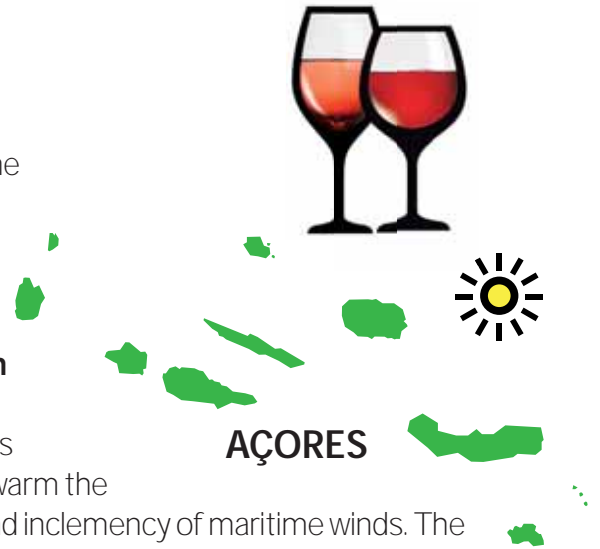
levels. The four noble grape varieties are **Sercial, Verdelho, Boal and Malvasia**, all white, vinified in order to provide different degrees of sweetness, marketed in a respectively **dry, medium dry,**

**semi-sweet and sweet** style. However, the most planted grape variety on the island, **accounting for more than 80% of the total harvest, is Tinta Negra**, an easily adaptable red grape variety, capable of adapting to all four styles of sweetness. **Other wines are also produced in Madeira.**



# 14. Açores

The **Azores** archipelago, made up of nine islands, is located in the **Atlantic Ocean**, midway between the European and North American continents. The maritime influence is evident in the high rainfall and mild temperatures throughout the year. The very poor soils are of volcanic origin. The Açores wine region is made up of three appellations of origin, **Graciosa, Biscoitos (on Ilha Terceira) and Pico**. Historically, the vines were established inside corrals, sheltered from the weather by volcanic stone walls that, by releasing the heat accumulated during the day, help to warm the vines at night, also protecting them from the aggressiveness and inclemency of maritime winds. The predominant grape varieties in **Graciosa** are **Arinto dos Açores, Boal, Fernão Pires, Terrantez do Pico and Verdelho**. In the denominations of origin of **Biscoitos and Pico**, the predominant varieties are **Arinto dos Açores, Terrantez do Pico and Verdelho**. Azorean fortified wines, born in extreme conditions, offer remarkable freshness and acidity.



# MAIN GRAPES VARIETIES



As we have just seen above, the large number of native grape varieties (more than 250 in total) allows Portugal to produce a great diversity of wines with very marked personalities. In fact, these varieties are a true national treasure, providing a distinctive factor that has been appreciated and savored by generations of Portuguese lovers of good wine, and is now ready to make the leap to palates around the world.



## Red Wine grape varieties

### Baga

This late-ripening grape usually results in light-bodied, tannic wines that can be astringent when young, but which mature to be more complex with age. In hotter years, or through skilled ripening and winemaking, **Baga** can result in rich, dense reds with cherry and damson plum notes, which age with more subtle, complex flavours of **herbs, malt, cedar and nuts**.

It is also used as a base for sparkling wine.

### Castelão

The Castelão grape develops best in warm climates and dry, sandy soils as in the hot sands and old vines of the Palmela region, south of Lisbon, on the Setúbal Peninsula. It gives rise to firm, delicate and fruity wines with raspberry and berry aromas that evolve into a profile with hints of cedar and tobacco box. It produces wines with prominent tannins and good acidity and the best examples promise excellent aging capacity.

### Roriz

Aragonez produces fine, elegant wines, with aromas of red fruits, plums and blackberries, firm tannins and good potential for ageing: it is possible that you've tried it on the other side of the border as Tempranillo. Called Tinta Roriz in northern Portugal, it is one of the main grapes for the Porto wine, and it is also important in the Dão region. In Alentejo it is called Aragonez. It's generally used in blends with other varieties.

### Touriga Franca

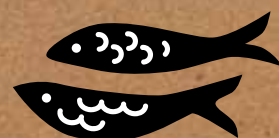
Touriga Franca makes dense, firm, yet rich and aromatic wines, with floral and blackberry notes. It is one of the five officially recommended grapes for Port, and it is also used in Douro red wine blends: in fact, it is the most commonly planted grape in the Douro valley. It's generally used in blends.

### Touriga Nacional

Touriga Nacional produces wines (Including Porto wine) that are firm and rich in colour, with complex aromas and flavours reminiscent of violets, liquorice, blackcurrants and ripe raspberries, together with a subtle citrusy touch of bergamot. It is a northern grape, by origin, but now it is grown all over Portugal. It has a great ageing potential.

### Trincadeira Tinta Amarela

Trincadeira | Tinta Amarela can result in reds with a wonderful, bright raspberry flavour, spiced notes of pepper and herbs and very good acidity. This red wine grape grows all over Portugal, especially in warm, dry areas, but it is probably at its best in Alentejo. In Douro, it is known as Tinta Amarela.



# MAIN GRAPES VARIETIES



As we have just seen, the large number of native grapes varieties (more than 250 in total) allows Portugal to produce a great diversity of wines with very remarkable personalities. In fact, these varieties are a true national treasure, providing a distinctive factor that has been appreciated and savored by generations of Portuguese lovers of good wine, and is now ready to make the leap to palates around the world.



## White Wine grape varieties

### Alvarinho

**Alvarinho** makes rich, mineral-forward white wines with character, with fruity notes of **peach and citrus**, and sometimes of **tropical fruit and flowers**. This high-quality white wine grape has long been valued in north-eastern **Portugal** and is commonly planted in the northern part of the **Vinho Verde** region, between the Lima River and **Minho** River, which marks the border with **Spain**. (You may be familiar with the Spanish version, Albariño.) Its famous heart is the **Vinho Verde** sub-region of **Monção and Melgaço**. **Alvarinho** wines have more body and more alcohol than most **Vinho Verde** wines, and they are often bottled as a single variety, with their name on the label. These wines are delicious when they are young, but they can age well. Winemakers from other parts of **Portugal** have recognised the quality of **Alvarinho**, and the variety is slowly spreading south.

### Arinto | Pedernã

**Arinto | Pedernã** produces elegant, **lemony whites, with apple and mineral** notes, which are delicious when young and fresh, but that can gain complexity with age. **Arinto** is the main grape in the famous **Bucelas wines, fine, elegant whites from the north of Lisbon**. It is a late-ripening grape, with the major advantage that it maintains its marked acidity even when it's hot. It's no surprise it grows in most of the country. It usually brings freshness and elegance to blends with other white varieties. It also does well in the cool **Vinho Verde** region, where it is known as **Pedernã**. Its crisp acidity is also an advantage for sparkling wines.

### Encruzado

**Encruzado** makes elegant, balanced whites with body, with **delicate floral and citrus notes**, and, sometimes, with an intensely mineral character. Encruzado is delicious in its pure, un-aged state, but it also responds well to fermentation or ageing in oak, resulting in serious, fine and well-structured wines that can mature and gain complexity for many years. It is most likely to be found in the **Dão** region, in the north, as a single variety or in blends: they are some of the most interesting white wines from **Portugal**. In the vineyard, even when it's hot, Encruzado grapes maintain their fresh acidity and ripen perfectly without becoming too sweet.

### Fernão Pires | Maria Gomes

**Fernão Pires | Maria Gomes** makes **light, fruity, fragrant whites that are reminiscent of Muscat** grapes in their flavour: **floral and citrus**. Its flavour is freshest when it is harvested early to drink it young and fresh. It is also used in sparkling wines and, occasionally, can be harvested later to make sweet wines. **It is the most widely grown white wine grape in Portugal**, and it is grown almost all over the country, but especially on the Western coast, including **Península de Setúbal, Tejo, Lisboa and Bairrada**, where it is named of **Maria Gomes**.



# #aSharedPASSION ♥

Behind the passion with which we make our wines, there are two interprofessional organisations that represent the **Spanish and Portuguese** winemaking sectors, from the cultivation of vines in the vineyards to the transformation and commercialization of the product:

## Spanish Wine Interprofessional Organisation (OIVE)

**OIVE** is a private, non-profit organisation founded in 2014 by the entities that represent six national organisations representing the wine value chain in **Spain**, from grape production to winemaking and marketing, with the objective of serving as a tool to improve the sector. Its main objectives are:

- **Defend the interests of the winemaking sector**, from production and transformation to trade.
- Adapt production to the **demands of the market and consumers**.
- Improve the wine value chain by uniting sector stakeholders.
- Increase the added **value of wine, leveraging the quality of the product**.

## Organização Interprofissional do Vinho de Portugal (ViniPortugal)

Founded in 1996 as a private non-profit association, **ViniPortugal is the Interprofessional Association of the Portuguese Wine Sector**, recognised by the **Ministry of Agriculture**, and the managing entity for the brand **Wines of Portugal**. It groups leading associations and professional organisations representing the whole wine sector.

Through **ViniPortugal** the **Wines of Portugal** brand is consistently present on 4 continents and 21 strategic markets where it carries out over 100 promotional activities for Portuguese wines every year, involving more than 370 national producers.

Its mission is to promote the image of **Portugal** as a producer of excellent wines, valuing the **Wines of Portugal** brand through its diversity and encouraging the sustained growth of the volume and average price of its wines.





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DIETARY  
GUIDELINES



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