Our path to the future
Since its foundation in Portugal more than 75 years ago, Sogrape has always had a gift for anticipating the future. In the middle of the Second World War, back in 1942, Sogrape’s founder, Fernando Van Zeller Guedes had a vision. He wanted the world to know about the superior quality of Portuguese wines. In a tremendous act of creativity, he brought to life a light, refreshing rosé – Mateus. Portugal’s only global wine brand was born.
Today, Sogrape is a family-owned wine company, with a strong international presence. It prizes its diversity around the world to produce top quality wines and great brands.

We are strongly committed to delivering Sograpiness, our very own word that epitomizes our devotion to bringing Friendship and Happiness to everyone we meet.

Fernando da Cunha Guedes is Sogrape’s President and the third generation of the Guedes family to be at the helm of a company that dares to innovate in a traditional sector. Our family spirit combined with our peak performing team culture is what keeps the company moving forward.
Sogrape’s portfolio includes several wines from five production origins where it is present – Portugal, Spain, Argentina, Chile and New Zealand.
We are proud of being 1,100 people spread around the world, feeling like a family and performing as a team. From a solid base for over three-quarters of a century, Sogrape has revealed ambition, belief, and courage to grow, and now holds a leading position in the wine world.
OUR PURPOSE

To understand what we do, how we do it, and, above all, why we do it.

To bring Friendship & Happiness to everyone we touch through our wonderful wines.
To be admired as the most successful family-owned wine company in the world

Sograpiness – Friendship & Happiness

1. Time goes by but Sogrape is here to stay.
2. Leadership of the Portuguese wine category is crucial to our success, with Mateus the jewel in the crown.
3. Our growth will be driven by combining our family spirit with a peak performing team culture.
4. In consistently offering top quality wines and great brands.
5. Our diversity (people, origins, markets, wines and brands) makes us unique.
6. In providing a work-life blend that inspires and brings joy to our people.
7. In inspiring our people to collaborate, connect, create and lead.
8. Respecting the places we do business in and finding ways to make them better.

1. Innovative
2. Courageous
3. Agile
4. Challenging
5. Passionate
6. Trusted
7. Sensible
8. Family
Our Strategy

How we will maintain cohesion as a Group.

Maximize portfolio potential
Generate enthusiasm in consumers
Elevate our Fine Wines
Strengthen the relationship with our commercial partners

Where we aim to grow our business.

Growth Branches

How to Get There
Growing Sogrape’s vine tree for the future, ensuring that its roots, trunk, and branches are all balanced and aligned to overcome challenges in the wine sector.

Organizational Trunk
Empower Peak Performance
Strive for Agility & Innovation
Develop Resilience & Efficiency

How we will maintain cohesion as a Group.

Sustainability Roots
Pave the way to a healthier planet
Safeguard our legacy on its journey into the future
Inspire happier and more responsible lives

What we must nurture to ensure our business’s longevity.

The reason of our existence and therefore at the heart of our Strategy.
There are three pillars represented by our Sustainability Roots that we continuously care for, within which we set long-term goals towards Sogrape’s 100th anniversary in 2042.
Pave the way to a healthier planet

Transforming the way we operate and investing smartly to reduce our environmental footprint. This means engaging our supply chain so that we have a material impact and implementing initiatives that have a positive effect on biodiversity.

Safeguard our legacy on its journey into the future

Elevating wine heritage through preservation, Research & Development and innovation. This includes equipping communities and growers with the skills, knowledge and resources to produce wine sustainably and viably in the future.

Inspire happier and more responsible lives

Making sure our relationships with our employees, customers and the communities where we operate are based on integrity, ethics and responsibility. This means engaging our stakeholders so they act more responsibly and join us in the pursuit of our Purpose.
Building on a Global Sustainability Approach, and actively contributing to the UN Sustainable Development Goals, we are ready to re-shape how we do business to build a more sustainable and inclusive future.
Our approach to sustainability builds on our Purpose. We want to grow our business whilst being a catalyst for positive societal change and respecting the limits of the planet. This means building on our culture of friendship and happiness to re-shape our business in a way that preserves, respects and protects the places and communities where we do business. We want to work closely with our brands and suppliers to help them improve their environmental footprint and to empower small wine producers and employees.
Our historical focus on Efficiency has been positively impacted by a push on Agility and Innovation, which are gradually becoming part of the company’s DNA. Yet, in a volatile world, Efficiency must go hand in hand with Resilience to ensure Sogrape is ready for whatever comes its way. In order to be able to support the stretch that our branches will seek, we require Peak Performance leadership both capable of strong collaboration and of empowering their teams to deliver to our aspirations.
ORGANIZATIONAL TRUNK
How we will maintain cohesion as a Group.

Develop Resilience & Efficiency
- Preparing our value chain for uncertainty.
- Managing our profit & losses with frugality.
- Optimizing our assets.

Strive for Agility & Innovation
- Listening to clients and speed up our processes leveraging digital.
- Being comfortable in working with agile teams and testing.

Empower Peak Performance
- Developing caring and demanding leaders that promote cooperation.
- Empowering teams to contribute to our Purpose.
Branch out for growth
**GROWTH BRANCHES**
Where we aim to grow our business.

<table>
<thead>
<tr>
<th><strong>Strengthen the relationship with our commercial partners</strong></th>
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<tbody>
<tr>
<td>Being more customer-centric and closer to top markets.</td>
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<td>Being more open to partnerships.</td>
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<th><strong>Maximize portfolio potential</strong></th>
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<td>Re-allocating resources to top performing brands.</td>
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<tr>
<td>Continuing New World prestige path.</td>
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<td>Connecting with consumers in person or via digital and build knowledge to share with partners.</td>
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<tr>
<td>Sharing amazing experiences.</td>
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<td>Specializing our Fine Wines’ approach.</td>
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<tr>
<td>Growing our presence in the Fine Wines’ world and with wine influencers.</td>
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