



Our path to the future

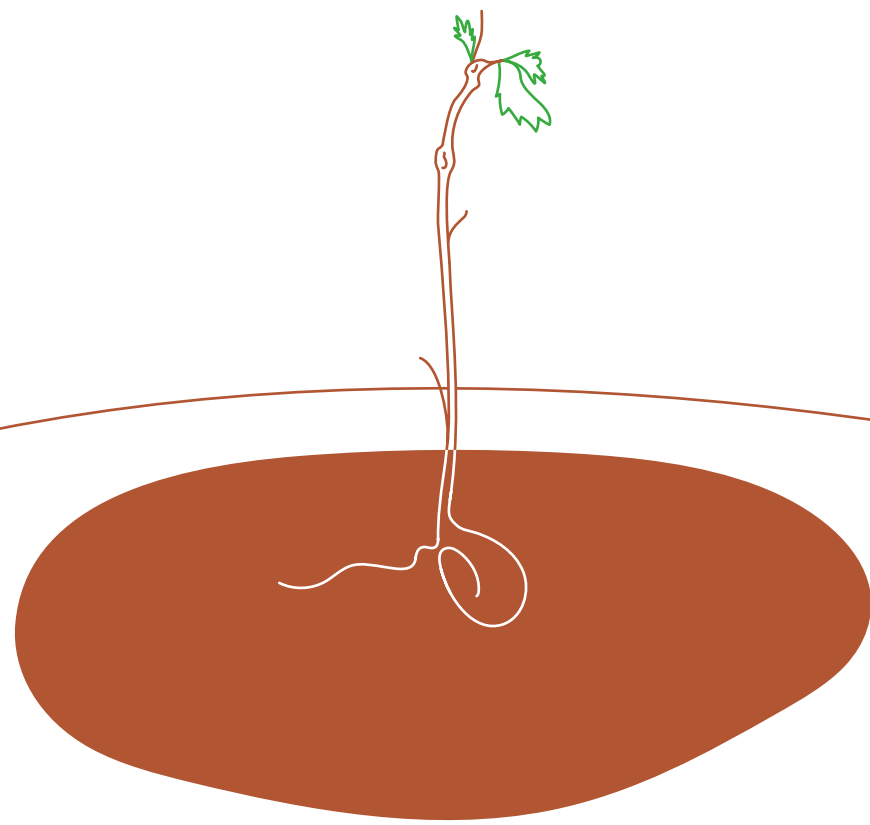
S O G R A P E





WHO WE ARE

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 WORLD



OUR PORTFOLIO

Sogrape’s portfolio includes several wines from five production origins where it is present – Portugal, Spain, Argentina, Chile and New Zealand.

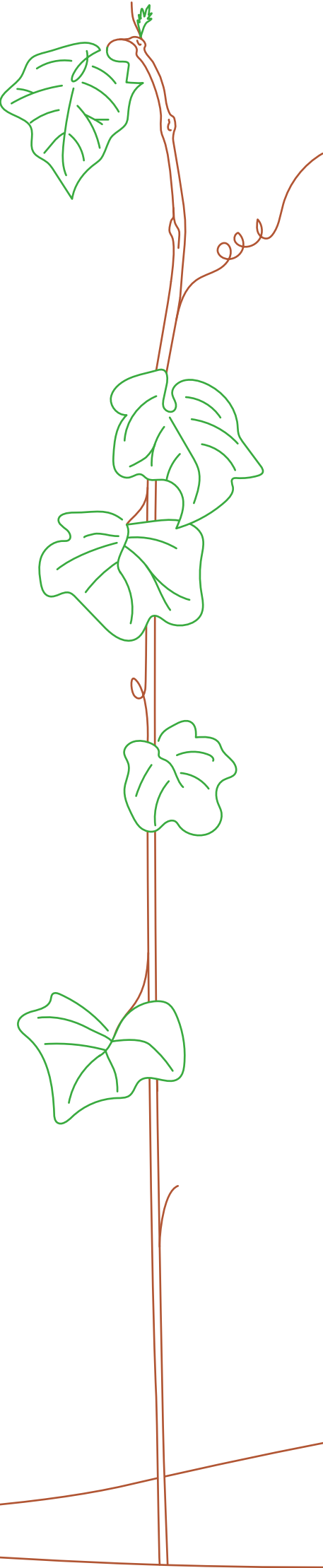
CONCEPT WINES

MATEUS
ROSÉ

SILK & SPICE
A RED BLEND FOR THE EXPLORERS

Gazela

OFFLEY
EST 1737
PORTO




CASA FERREIRINHA
EM CADA VINHO UMA HISTÓRIA.


HERDADE
do PESO

ESTD 1790
SANDEMAN
GEO. G. SANDEMAN and SONS CO. LTD.

FERREIRA
ESTD 1751
PORTO

ESTATE WINES


LAN
RIOJA

Santiago Ruiz
RIAS BAIXAS


QUINTA DOS
CARVALHAIS
IMENSO SABER. IMENSO SABOR.

AZEVEDO


VIÑA LOS BOLDOS
FAMILY WINE ESTATE

— FINCA —
FLICHMAN
EST. 1910

FRAMINGHAM


ESTD 1703
QUINTA DA
ROMEIRA


AURA
RUEDA

> 1.100 PEOPLE

> 1.600 HECTARES OF PLANTED VINEYARDS

10 COUNTRIES

19 WINERIES

11 BUSINESS UNITS
INCLUDING PRODUCTION
AND DISTRIBUTION OPERATIONS

> 30 BRANDS
INCLUDING CONCEPT
AND ESTATE WINES

12 WINE-GROWING REGIONS
IN 5 COUNTRIES OF ORIGIN

> 120 MARKETS

KEY FIGURES

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.



DREAM

To be admired as the most
successful family-owned wine
company in the world

SPIRIT

Sograpiness – Friendship & Happiness

BELIEFS

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.

CHARACTER

1. Innovative

2. Courageous

3. Agile

4. Challenging
5. Passionate

6. Trusted

7. Sensible

8. Family

FOCUS

Take
the
shot

OUR STRATEGY

Growth Branches

Where we aim to grow our business.

Strengthen the relationship with our commercial partners

Maximize portfolio potential

Generate enthusiasm in consumers

Elevate our Fine Wines

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

How we will maintain cohesion as a Group.

Empower Peak Performance

Strive for Agility & Innovation

Develop Resilience & Efficiency

Sustainability Roots

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

Pave the way to a healthier planet

Safeguard our legacy on its journey into the future

Inspire happier and more responsible lives

OUR PURPOSE

The reason of our existence and therefore at the heart of our Strategy.



Nurture our Sustainability Roots

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.

SUSTAINABILITY ROOTS

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

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 SUSTAINABILITY JOURNEY

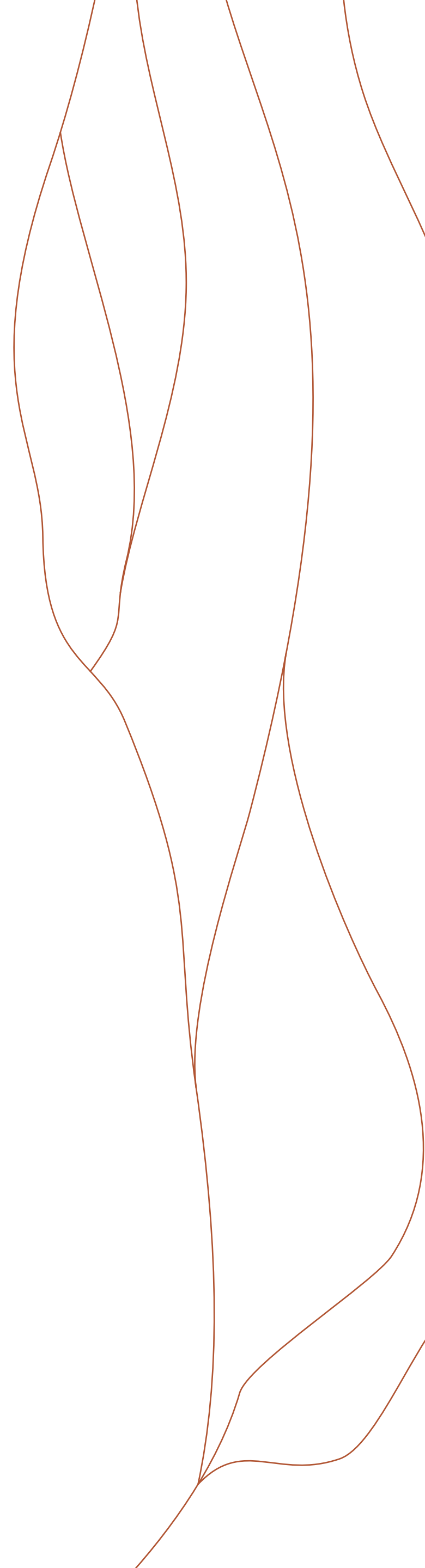
Our approach to sustainability builds on our Purpose. We want to grow our business whilst being a catalyst for positive societal change and respecting the limits of the planet. This means building on our culture of friendship and happiness to re-shape our business in a way that preserves, respects and 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.



Strengthen our organizational trunk

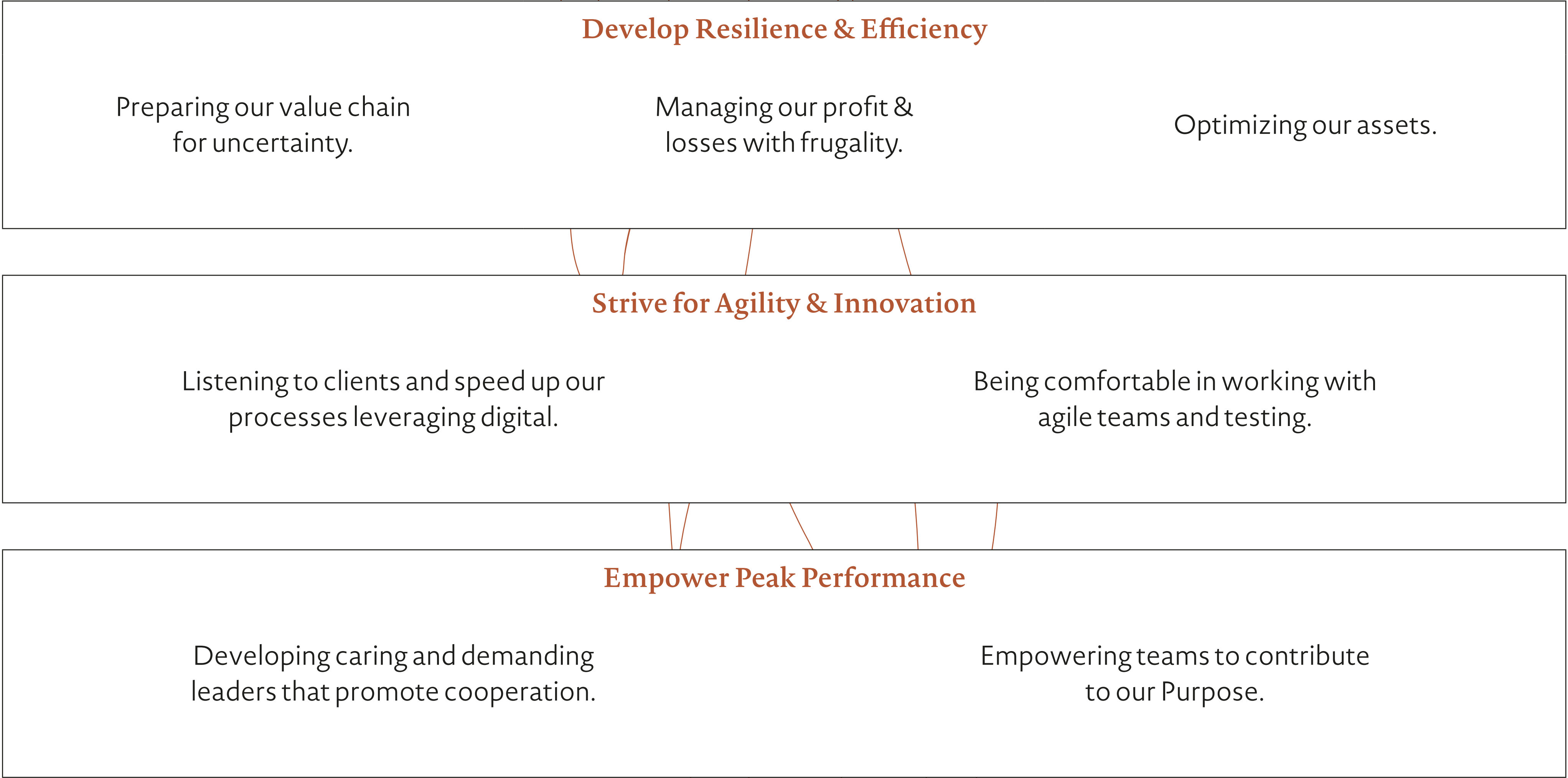


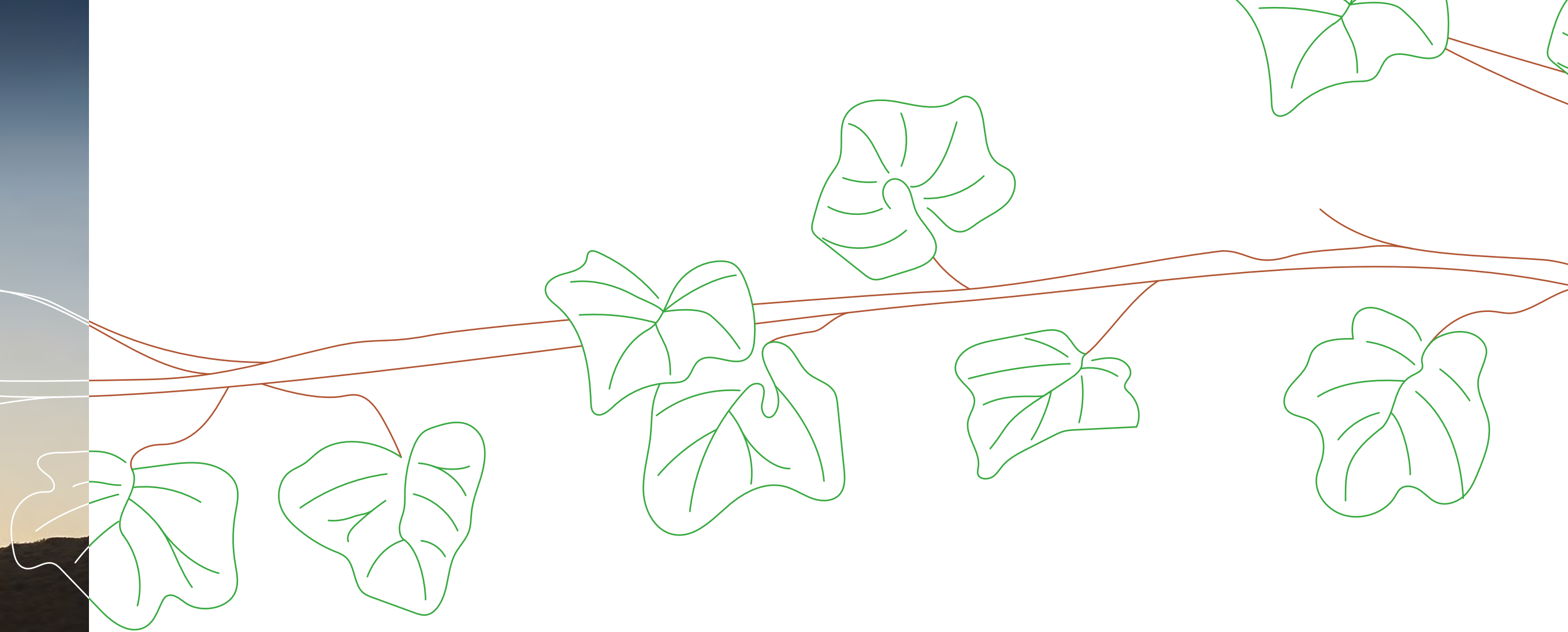
Our historical focus on Efficiency has been positively impacted by a push on Agility and Innovation, which are gradually becoming part of the company's DNA. Yet, in a volatile world, Efficiency must go hand in hand with Resilience to ensure Sogrape is ready for whatever comes its way. In order to be 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.





Branch out
for growth

GROWTH BRANCHES

Where we aim to grow our business.

Strengthen the relationship with our commercial partners

Being more customer-centric and closer to top markets.

Being more open to partnerships.

Maximize portfolio potential

Re-allocating resources to top performing brands.

Continuing New World prestige path.

Generate enthusiasm in consumers

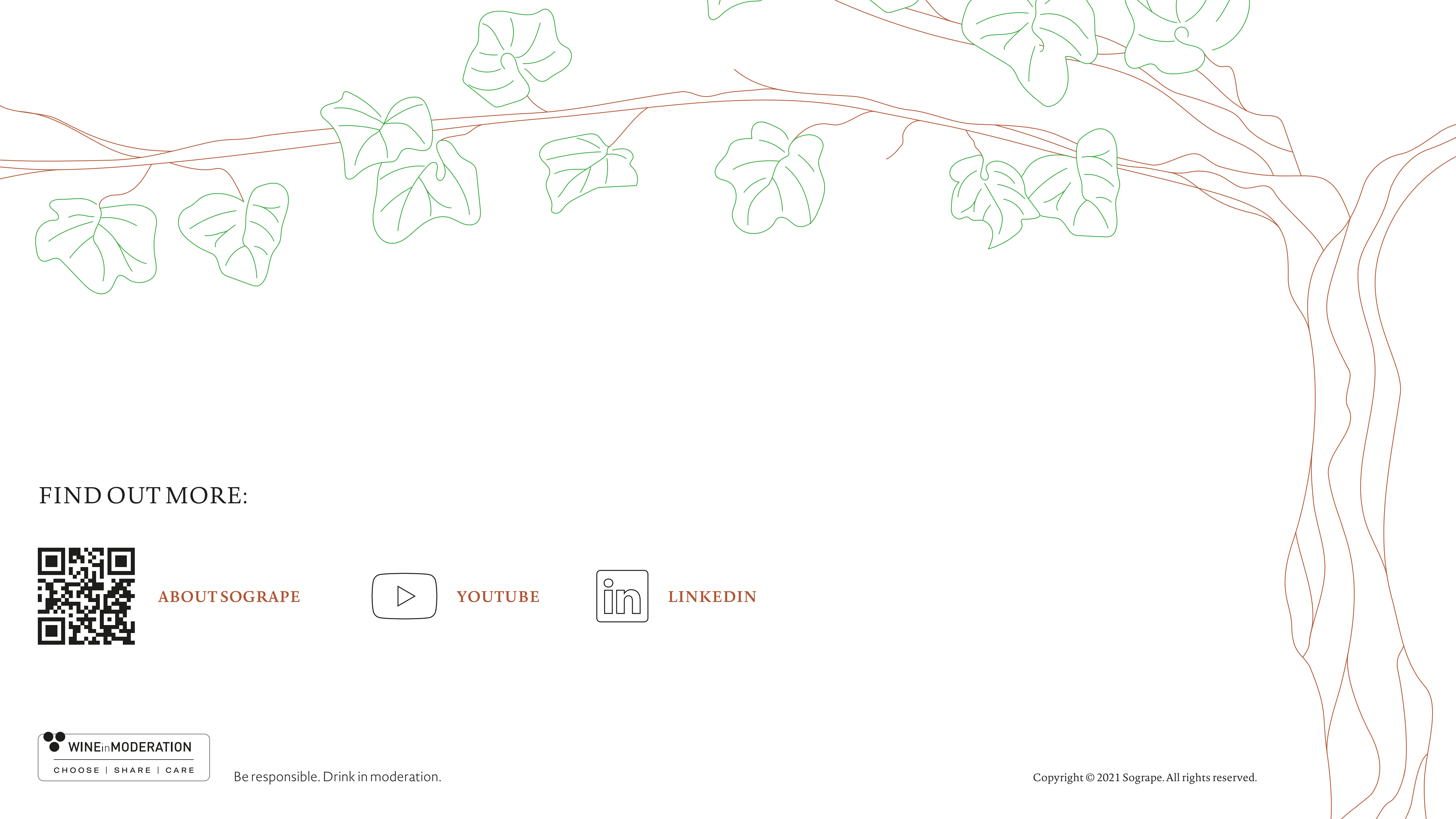
Connecting with consumers in person or via digital and build knowledge to share with partners.

Sharing amazing experiences.

Elevate our Fine Wines

Specializing our Fine Wines’ approach.

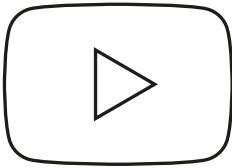
Growing our presence in the Fine Wines’ world and with wine influencers.



FIND OUT MORE:



ABOUT SOGRAPE



YOUTUBE



LINKEDIN