



Sogrape joins pioneering European project to use electronic labels

Press Release 27/09/2021 - Sogrape is among the first companies to join U-label, a digital electronic label platform for wine and spirits companies, aiming to increase access and transparency of consumer information. Mateus was chosen for the pilot project, and the first bottles with electronic labels will be on European markets in early 2022.

In a commitment to its Global Sustainability Approach, Sogrape is the only Portuguese wine company among the first 15 to join the European project, aiming to increase the transparency of the information provided to its consumers and promote more responsible consumption.

The new platform, promoted in a joint initiative of the Comité Européen des Entreprises Vins (CEEV) and spiritsEUROPE, allows wine and spirits companies to easily create electronic labels and provide consumers with relevant and transparent information in their own language through a QR Code. The e-labels display, among other things, the name, picture, product category, country of provenance, the list of ingredients, the nutrition declaration, some information on the sustainability of the product, and messages on responsible consumption.

"We are very proud to be one of the first companies to join the U-label project. We work every day to inspire happier and more responsible lives. This platform will provide our consumers with more information, combining tradition and wine culture with an innovative digital tool, for a better and more transparent future", said Raquel Seabra, Sogrape Board Member.

The U-label will be presented at a digital event on 30 September starting at 4 pm, which can be viewed at: <https://www.youtube.com/watch?v=zY-InyYFiqc>. The pilot project starts with Mateus, the first to offer these electronic labels in European markets, from the beginning of 2022.

About Sogrape:

Founded in 1942 by Fernando Van Zeller Guedes, Sogrape was born to demonstrate the quality of Portuguese wines to the world. From a single winery in the Douro Valley focused on the production of Mateus Rose, this family company has become global, with presence in more than 120 markets, owning c. 1,600 hectares of vineyards in Portugal, Spain, Chile, Argentina and New Zealand.

Moved by the purpose of *bringing Friendship and Happiness to everyone it touches through its wonderful wines*, the family spirit and the peak performing team culture lived at Sogrape are key in the successful path that it has been building for almost 80 years.

Under the leadership of Fernando da Cunha Guedes, current President and 3rd generation of the founding family, the leading company in Portugal aims to spread *Sograpiness* through the world and be affirmed as a catalyst for positive societal change, respecting the limits of the planet in the construction of a more sustainable and inclusive future.

For further details, please contact:

Editorial Manager – Janine Alves
Tel.: +351 93 785 02 65 | E-mail: janine.alves@sogrape.pt

www.sogrape.com



Be responsible. Drink in moderation.