



[www.portoferreira.com](http://www.portoferreira.com)

## PORTO FERREIRA CLOSER TO CONSUMERS BY EXPANDING ITS DIGITAL PRESENCE

*New website and Instagram: the brand is exploring new points of contact for a closer and streamlined relationship*

Press Release, 5 July, 2022 – Aiming towards creating a closer and streamlined relationship with consumers, Porto Ferreira is expanding its investment in digital presence. The brand is exploring new points of contact, including a website with new features, as well as an [Instagram](#) page.

The brand is establishing a selection assistance service at [www.portoferreira.com](http://www.portoferreira.com), allowing consumers to choose the right wines for each individual taste and occasion, in a straightforward and practical fashion.

Through this platform, it is also possible to extensively learn more about the over 270 years of Ferreira's history, as well as that of Dona Antónia Adelaide Ferreira, a pivotal figure undisputed regarding her contribution for the Douro Region and the Port Wines category. The cradle of the Porto Ferreira wines and the *terroir* that bears them are also revealed in the Quinta do Porto section.

Those interested in an immersive journey through Caves Ferreira, one of the most iconic Port Wine cellars, may learn more about the several types of tours available and book their tickets here.

*“This initiative represents a natural step in a strategy focused on strengthening bonds with consumers while offering them a comprehensive and unique brand experience”,* says Raquel Seabra, Executive Board Member at Sogrape.

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*“This was the fundamental reason why we recently launched the brand’s Instagram page and the website that we now put forward, not only with a more appealing design, but also more functional, presenting itself as a valuable ally of the consumers when it comes to choosing wines. Every occasion demands its specific wine, and the same goes for company. That is why we believe that both the consumers that are more faithful to the brand and those who are less knowledgeable about the brand will share the same feeling that there is a Porto Ferreira wine for every occasion”, she concludes.*

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