



## **SEED THE FUTURE: SOGRAPE REINFORCES ITS COMMITMENT TO PROSPERITY**

### **Family-owned wine company defines Group's sustainable development priorities for the upcoming decades**

Press Release 13/03/2023 - *Seed the Future* is the name of Sogrape's Global Sustainability Approach, which represents and reinforces the company's commitment to a more responsible, inclusive, and qualified future. Establishing commitments and goals for the coming years, *Seed the Future* is Sogrape's invitation to all its stakeholders on a journey of long-term value creation, heading towards its 100<sup>th</sup> anniversary in 2042. The program can be seen at [www.sogrape.com](http://www.sogrape.com).

At the culmination of its 80<sup>th</sup>-anniversary celebrations, Sogrape presents *Seed the Future*. This is the Group's first Global Sustainability Approach, which marks a new cycle in the path taken by the company since its origin. Always focused on conducting its business responsibly, the company now outlines its commitments and goals for the planet, wine culture and people until 2042 in three phases: the 1<sup>st</sup> phase, which began in 2021 and will end in 2027; the 2<sup>nd</sup> phase, from 2028 to 2034; and the 3<sup>rd</sup> phase, from 2035 to 2041. The Program outlines the efforts to be implemented in all the Business Units in the various geographies and is transversal to all the brands and value chain.

*"As a family born into wine, we are connected to the land, to the water, and to the people in every single region where we operate. But above all, we are committed to sustaining our planet for future generations and to ensuring that wine and its culture can be preserved for those who come after us. This will only be possible by being a catalyst for positive societal change, while respecting the limits of our earth",* Mafalda Guedes, 4<sup>th</sup> generation of the Guedes Family and Sogrape's Corporate Brand & Communications Manager explained.

*"Sogrape and the Guedes Family share the purpose of bringing Friendship and Happiness to everyone we touch through our wonderful wines. Seed the Future represents a dream started by my great-grandfather and a legacy built throughout three generations of my family, which we want to perpetuate into the future. Because more than a business, for us wine has always been a way of life",* concludes the responsible for the Programme.

Actively contributing to the United Nations' Sustainable Development Goals, *Seed the Future* is built around three pillars of intervention, and it is supported by a series of commitments and targets that guide Sogrape's activity:

**1. Pave the way to a healthier planet:** Transforming how we operate and investing smartly to reduce our environmental footprint. This means involving the entire supply chain to have a relevant impact and implementing initiatives that positively impact nature and biodiversity. In the first phase, until 2027, Sogrape intends to implement measures that include reducing emissions by 50%, creating structures that allow for carbon neutrality, or using 100% renewable electricity sources in its global operations.

**2. Safeguard its legacy on its journey into the future:** Fostering wine heritage through preservation, Research & Development, and innovation, accelerating the transfer of technology and knowledge in the wine sector. This includes giving communities and winegrowers the skills and resources for viable and sustainable wine production in the future.

**3. Inspire happier and more responsible lives:** Ensuring relationships with employees, customers, and communities, wherever the company operates, are based on integrity, ethics, and responsibility. The Programme extends to the company's stakeholders through an active contribution to women's empowerment, the implementation of new programs and benefits for employees and by reaching out to more people with messages raising awareness for moderate and responsible consumption.

*Seed the Future* is available on the [Sogrape website](https://sogrape.com/sustainability) at <https://sogrape.com/sustainability>.

## 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 over 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 80 years.

Under the leadership of Fernando da Cunha Guedes, current President and 3<sup>rd</sup> 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.