



SOGRAPE AND NOVA SBE LAUNCH PIONEERING WINE COURSE IN EXECUTIVE TRAINING

After the success of the first edition, the 2nd edition of W.I.N.E. takes place
between April and June

Press Release 27/03/2023 - Sogrape and Nova School of Business and Economics have joined forces to create the course "W.I.N.E. - Wine is a Networking Enabler", the first programme for executives that seeks to strengthen *networking skills* through knowledge and experience of the wine world.

Designed for those looking to improve their *social, management and networking skills*, the W.I.N.E. course reinforces practical skills - knowing how to taste, choose, handle and (well) harmonise wine and food - promotes personal and professional interactions, and fosters new opportunities through knowledge of one of the world's most attractive and wide-ranging sectors of activity. As well as boosting confidence to act in society, the wine stories the course brings will be natural facilitators of future conversations.

W.I.N.E. is an executive training course designed and taught by *Sogrape Wine Academy* in partnership with Nova SBE, including national and international experts in the various themes. In addition to *blending* and *networking* techniques, storytelling and personal branding, the diversity of the *stakeholder* network, among other *soft skills* addressed by Nova SBE faculty, the course has an important practical component. Including wine tastings in all sessions, from more than 35 of the world's leading appellations of origin, this is an experience that will support more conscious and valued future choices.

"Wine unlocks conversations and brings people together. Because there is so much to learn about wine, this innovative course is a happy combination of knowledge sharing between Sogrape Wine Academy and Nova SBE and will strengthen our students' social skills in a professional context and on a personal level."

Luís Gradim Martins, Executive Board Member Sogrape

"Just like a fine wine, the W.I.N.E programme is a perfect blend of personalities, hands-on learning experience and networking. Sogrape Wine Academy's high-level curation coupled with Nova SBE's entrepreneurship could only result in a very special vintage."

Pedro Brito, Associate Dean Nova SBE

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Be responsible. Drink in moderation.

After the success of the 1st edition, whose registrations, limited to 30 participants, sold out quickly, the 2nd edition of W.I.N.E. will take place between April and June 2023, in a face-to-face format with 8 sessions at Nova SBE in Carcavelos, Lisbon.

The *Sogrape Wine Academy* was created in 2022 with the objective of developing and expanding the wine culture among the company's main stakeholders and partners, through a training offer of excellence.

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 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.

About Nova SBE

Nova SBE is the most prestigious business school in Portugal, and one of the leading business schools in Europe. It is the Faculty of Economics, Finance and Management Sciences of Universidade NOVA de Lisboa. The current Dean is Prof. Pedro Oliveira (PhD, University of North Carolina at Chapel Hill). Nova SBE is a member of CEMS since December 2007, and has a Triple Crown award worldwide, which implies accreditation by EQUIS, AMBA and AACSB. It was the first Portuguese business school to acquire international accreditation and world renowned recognition in higher education. Nova SBE's international vision is also reflected in the adoption of English as the main language of instruction. More than half of the undergraduate courses and all master's, MBA and PhD programmes are taught in English.