



Portuguese brands join hands to celebrate Mother's Day

Ferreira and Ach. Brito introduce a special edition of Dona Antónia

Committed with honouring tradition and celebrating "Portugality", Ferreira is partnering with Ach. Brito to roll out a special edition for Mother's Day: a bottle of Dona Antonia Tawny 10 Years and a lavender soap.

Ferreira and Ach. Brito are two iconic Portuguese brands with deep family roots, grounding their businesses through time with passion and knowledge that span through generations. Established in 1751, the most Portuguese of all Port Wine Houses owns a portfolio comprised of excellence wines, and an iconic cellar with Vintages dating back to 1815. With over a century of experience in producing soaps and other perfumery products, Ach. Brito is considered one of Portugal's most beloved companies, and shares with Ferreira the same principles and values, maintaining a remarkable balance between modernity and tradition.

"This is a partnership reflecting the values of Ferreira, the power of family-owned businesses and the 'Portugality' of a house that has always remained in Portuguese hands," says Raquel Seabra, Executive Board Member at Sogrape. "Partnering with Ach. Brito enabled us to create an elegant and authentic product, while celebrating traditional elements from our country, and paying homage to Dona Antónia, as well as to every Portuguese mother and woman," she adds.

"It is a pleasure for Ach. Brito to partner with Ferreira, thus combining the know-how of two Portuguese companies with the celebration of an iconic woman of our country. The formula we developed for this lavender soap, enriched with olive oil, was designed for Portuguese mothers and women, and it stands as a tribute to the 'Portugality' and quality of these two century-old Houses", comments Aquiles Brito, Board Member at Ach. Brito.

Lavender was the aroma selected for the production of this limited edition soap due to its presence in the most beautiful landscapes in the Douro. The smooth and delicate tone of this flower, symbolically associated with tranquillity, is portrayed in a genuine sensory journey accompanied by the aromatic richness of a 10-year-old Tawny. Combined with Dona Antónia in elegance and authenticity, the fragrance stands out for the serenity and stability it conveys, features that enabled this iconic woman to manage her emotions in a time of male dominance, as well as to attain the accomplishments still praised today.

For further information please contact:
Lift Consulting – Raquel Campos

Tel.: 91 865 49 31 / E-mail: raquel.campos@lift.com.pt



Be Responsible. Drink in Moderation.



Ideal to enjoy or as a gift to those we love the most, such as caring women, within the context of Mother's Day, this special edition has a SRP (suggested, not binding) of €18.89 and can be found at Vinhoemcasa.com, wine shops, convenience stores and bodegas, at the Glovo and Bolt platforms, and at the Ferreira Cellars shop, where the soaps may also be acquired individually.

For further information please contact:
Lift Consulting – Raquel Campos
Tel.: 91 865 49 31 / E-mail: raquel.campos@lift.com.pt



Be Responsible. Drink in Moderation.