



## PORTO FERREIRA PAYS HOMAGE TO THE COSTUMES OF PORTUGAL IN A NEW PACKAGING



**Press Release, 20 July, 2023 – Summer is synonymous with holidays, outdoor moments with family and friends, celebration, and remembering traditions. Drawing inspiration from Portuguese culture, Ferreira rolls out a special packaging edition titled "Trajes de Portugal" (Costumes of Portugal), paying homage to the emblematic costumes of Minho, Douro Litoral, and Nazaré.**

Through illustrations depicting the traditional attire worn by women during cultural festivities in the three Portuguese regions, Ferreira honors these genuine symbols that preserve local allegories so well. Examples include the abundant use of gold in the costumes of the North of Portugal and the seven Nazarene skirts that women wore to count the waves while waiting for their fisherman husbands and sons to return from the sea.

"Trajes de Portugal" serves as a reminder of a significant part of the Portuguese cultural tradition—typical costumes—and helps to create lasting memories and to introduce them to younger generations.

Committed to the deepest values of "Portugality", Ferreira celebrates Portuguese roots, traditions, quality, authenticity, and craftsmanship. This positioning is reflected in wines that are already staple in Portuguese homes, during family gatherings, in evenings spent reminiscing about bygone times, and as gifts for reuniting friends.

Available in the Ferreira Ruby, White, and Tawny categories, this special summer edition is already present in stores throughout the country.

For further information please contact:

[Ines.vaz@sogrape.pt](mailto:Ines.vaz@sogrape.pt)



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