



SOGRAPE IMPACT HACK: REINVENTING THE FUTURE OF THE WINE INDUSTRY THROUGH INNOVATION

**The first edition attracted more than 100 participants in a unique competition
for a more positive and sustainable future**

Press Release 25/09/2023 - The first edition featured more than 20 teams trying to respond to the challenge set by Sogrape to think about the future of the wine industry in a way that would generate a positive impact, leveraging innovative approaches in three key areas: new consumers, new products and new sustainable practices.

Espaço Casa Ferreirinha in Vila Nova de Gaia hosted a unique competition on 21 September that brought together creative and passionate minds, including students, professionals, entrepreneurs and wine enthusiasts, over the 12-hour course to try and revolutionise the wine industry and create a more promising future.

"This first edition of Sogrape Impact Hack exceeded our expectations and those of the partners who joined Sogrape in this unique competition. It was an excellent opportunity to discuss the industry's challenges and find innovative and creative solutions through an open platform that sought to reinvent the future of the wine industry and contribute to building Sogrape's next legacy, according to André Campos, Head of Strategy & Innovation at Sogrape. "This is yet another event that enables us to reinforce Sogrape's presence in the sector's innovation ecosystem and continue to strengthen our open innovation programme," he added.

Sogrape organised the Hackathon, which included the participation of around 20 Sogrape employees as mentors and judges, and awarded three teams with prizes of €1,500, €1,000 and €500, respectively, who will also have the opportunity to receive support to bring their concepts to life.

The 1st prize was awarded to the *Techrocks* project by students from the Faculty of Engineering at the University of Porto, who presented an application that allowed personalised recommendations using AI algorithms. The 2nd prize recognised the *S4U* project from the Faculty of Economics in Porto, which, through the "*Zero Initiative*", focused on the Product, Packaging and Place pillars, suggested the creation of a brand of disruptive, low-alcohol products aimed at young consumers. The third prize went to the *For the WINE* project, also by students from the Faculty of Engineering at the University of Porto, which presented an application that allows customers to share information and purchase history in exchange for prizes, offers, discounts and early access to new products.

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 c. 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 almost 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.