



SOGRAPE DISTRIBUTES ILLVA SARONNO IN PORTUGAL

Press Release 09/10/2023 - Sogrape is the new exclusive distributor in Portugal of all Illva Saronno spirits, strengthening its portfolio and commitment to offering the best spirits to consumers in the Portuguese market.

Sogrape Distribuição expands its portfolio with the integration of Illva Saronno spirits. This partnership means Sogrape is now the exclusive distributor of the leading brands Disaronno, the world's favourite Italian liqueur, Disaronno Velvet, and Tia Maria, the coffee liqueur par excellence, in the Portuguese market.

Gonçalo Sousa Machado, CEO of Sogrape Distribuição, says *"We are pleased to contribute to the expansion of Illva Saronno's presence in Portugal and to diversify and strengthen our portfolio with another addition of excellence, that reinforces our commitment to offering the finest spirits to consumers in the portuguese market". "Illva Saronno's commitment to quality and tradition aligns seamlessly with Sogrape Distribuição's dedication to providing our customers with an unparalleled selection of premium products",* he adds.

"Portugal is a strategic country for Illva Saronno and one of the pillars of our development plans for the European region. Thanks to its business expertise, strong presence and market leadership, Sogrape represents the right partner for Illva Saronno to develop our brands. We're very excited to consolidate this partnership that began a few years ago for the distribution of their brands: Mateus, Offley and Sandeman in Italy", says Alvaro Escribano, Sales Director EMEA at Illva Saronno.

The Illva Saronno brands have been available in the Sogrape Distribuição portfolio since 1 October.

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 more than 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 over 80 years.

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Be responsible. Drink in moderation.

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. Further information is available from sogrape.com.

About Illva Saronno

Illva Saronno SpA, a leader in the global wine and spirits business, with subsidiaries in USA, UK and Benelux. Illva Saronno SpA has always centered on the values of heritage, innovation, and quality. Founded by the Reina family in 1947, but the family's origins in the Saronno area date back to 1525, with the creation of Disaronno Originale, the world's favorite Italian liqueur, and today the portfolio includes also The Busker Irish Whiskey, Tia Maria Coffee Liqueur, Tia Maria Matcha, Rabarbaro Zucca Amaro, Duca di Salaparuta & Corvo, and Florio Marsala. For more information, visit www.illva.com.