



SOGRAPE LAUNCHES FUND TO ACCELERATE INNOVATION IN THE WINE AND BEVERAGE SECTOR

With a capital of 5 million euros and headquarters in Portugal, the Sogrape Ventures fund favours *early-stage* projects with a positive approach to ESG aspects

Press Release 21/11/2023 – Sogrape, Portugal's leading family-owned wine company, announces the launch of its first Venture Capital Fund, Sogrape Ventures, a strategic investment that strengthens the company's ongoing commitment to innovation. The fund will be managed in partnership with Beta Capital, a leading Venture Capital player in Portugal, and aims to invest in and accelerate the ecosystem of disruptive *start-ups* with innovative solutions within the value chain of the wine industry in particular, and beverages in general.

The Sogrape Ventures Venture Capital Fund will play a strategic role in the path of innovation that Sogrape has been accelerating in recent years. With an initial capital of 5 million euros, it aims to invest in disruptive *start-ups* and *early-stage* projects with a positive approach to ESG (*Environmental, Social and Corporate Governance*) and innovative products or business models with scalability potential.

For this fund, which is international in scope but with a special focus on Portuguese start-ups, Sogrape is counting on the fund manager Beta Capital, a leading player in the field of Venture Capital in Portugal, with vast experience and a global network. The Fund's Investment Committee is comprised of Sogrape staff and independent members with experience in venture capital and agro & foodtech.

In addition to its monetary investment, Sogrape is committed to actively contributing its expertise, partnerships, and established relationships, as well as its position as a national market leader and its strong international presence.

"We are very optimistic about the launch of the Sogrape Ventures Fund and the opportunity to give innovators, entrepreneurs and *start-ups* the support they need to test, develop and expand innovative solutions capable of creating a real impact on the wine industry. This project continues the legacy that was born of my grandfather's dream and that has been built over 80 years through several generations. For our family, wine, more than a business, has always been a way of being in life and this Fund is another natural step in that direction," says Fernando da Cunha Guedes, President of Sogrape.

"We believe that active collaboration, combined with financial investment, is the key to accelerating innovation as a source of transformation and sustainability for our business, which contributes to the growth of the wine sector," adds the leader of Portugal's largest wine company.

Sogrape is already in the process of identifying and analysing *start-ups*, in Portugal and other countries, and is also involved in an ecosystem of open innovation initiatives and working on the creation of a *venture builder* structure that will be launched in 2024.

More info at <https://ventures.sogrape.com/en>.

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.

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.