

ESTD 1790
SANDEMAN

GEO. G. SANDEMAN and SONS CO. LTD.

PORTO PORTUGAL

 WINEinMODERATION.eu
Art de Vivre

Be responsible. Drink in moderation.

SANDEMAN

THE ELEGANCE OF A UNIVERSAL BRAND

INDICATORS

- More than 225 years after its founder's creative impulse, Sandeman is a brand that continues to renew itself and deepen its commitment to combine tradition with the quality and superior class of its wines. These commitments make Sandeman the more universal brand of Port Wine, while still offering Sherry, Madeira and Sandeman Brandies with recognized credits.
- Founded in 1790, Sandeman was the first company to brand a barrel. In 1805, Sandeman started branding with hot iron its trademark GSC (George Sandeman & Co.). It was also one of the first companies to label and advertise its wines, which in the early nineteenth century were already exported to various countries in Europe, North America and South America, Africa and Asia.
- The name Sandeman was registered as a trademark in 1877 (First Trademark Registrations Act - First Law on the Registration of Trademarks), making it one of the oldest brands in the world.
- The Sandeman wines are distributed in more than 75 markets. They are leaders in several countries like the United States, Belgium, Italy, Switzerland, Austria, Ireland, Germany and Japan.
- "Sandeman Don" is one of the first brand images created in the world and the first large icon in the world of wines. It was designed in 1928 by George Massiot Brown. With its black cloak that evokes a portuguese student, it symbolizes the Port, and the typical "sombbrero" of Andalusia, to represent the wine from Jerez, it still retains all its mystique and attraction, representing the mystery and sensuality of the brand Sandeman.
- Since 2002, Sandeman is part of the universe of Sogrape Vinhos.
- The Sandeman cellars in Vila Nova de Gaia, acquired by the company founder in 1811, are still the trustee of more than 2,000 casks for the aging of the company's wines.
- Sandeman Vintage Quinta do Seixo 2015 is Sandeman's latest release, an exceptional wine produced from carefully selected grapes exclusively from Quinta do Seixo, in Douro Region.



HISTORY

PLEASURE AS A SIGNATURE

Over more than two centuries, Sandeman has based its success on a rare capacity for innovation combined with a deep knowledge transmitted from generation to generation.

Its founder was George Sandeman, a young and ambitious Scotsman from Perth who launched in 1790 a wine business in London. With a loan of 300 pounds granted by his father, he bought the first cellar of wine and began negotiating Port Wine and Sherry from Tom's Coffee House.

The dynamism and competence of George Sandeman dictated the rapid growth of the company: in 1795, it had opened a branch in Cadiz, Spain, and in 1811 Sandeman bought a cellar in Vila Nova de Gaia, Portugal. We can still find in the corridors of this cellar more than 2,000 aging casks of Sandeman Port Wines. In the early nineteenth century, the Sandeman wines were being dispatched to multiple countries in Europe, North America and South America, Africa, Asia and even to destinations as far as New Zealand.

Sandeman was soon known as the first company to brand a barrel, in 1805, using a hot iron to give the wine that it sold a name that guaranteed quality and prestige. Even though, in the late nineteenth century, the concept of brand passed virtually unnoticed by consumers, Sandeman again wanted to go further in terms of quality and reputation. In 1880, Sandeman became the first Company of Port exporting bottled and labeled wines.

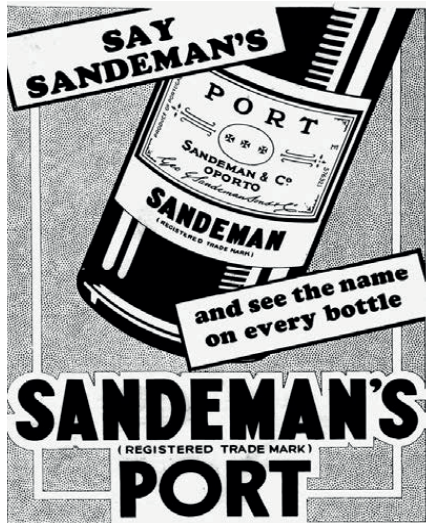
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The brand's first official agent was appointed in 1903 and in 1914, Sandeman had already a net-work of appointed official agents who sold the company's wines throughout the world.



HISTORY

PIONEERING SPIRIT ALSO IN ADVERTISING



SANDEMAN WAS ONE OF THE FIRST WINERIES TO LABEL AND ADVERTISE ITS WINES.

Sandeman also invested – as a pioneer in the early twentieth century - in the promotion of its products in the world. It was also one of the first wineries to label and advertise its wines. Its first advertising investment dates back to 1905, but more elaborate and substantial campaigns followed. A huge ad in the "Irish Times" was accompanied by a communication from a dealer that a "case" of six Sandeman wines was available for 15 shillings (75 pennies) and "delivered at home." However, similar advertising campaigns began appearing in Continental Europe, in the U.S. and in the countries which were then known as "the nations of the British Empire."

In 1914, Sandeman announced a list of its appointed official agents in The Times. The list included names of companies in Paris, Berlin, Moscow, Stockholm, New York, Montreal, Sydney, Wellington, Johannesburg and Tientsin.

The first Sandeman's luminous advertising board, placed high up in Piccadilly Circus, on top of the Café Monico, was switched on in 1921. The newspaper The London Evening News was impressed, writing: "Leaves men's throats wishing for more."

At that time, advertising was not common in the luxury market and Sandemans ads caused outrage in the business. The competition even stopped talking to the CEO of the brand! However, revealing truly innovative style and positioning, the alleged scandal was seen not as a problem, but as an opportunity.

In 1928, a Scottish artist George Massiot Brown created for the brand a mysterious figure that would later be named "The Don": a character dressed with the Spanish caballeros from Jerez, using a Portuguese university student cloak and a wide-brimmed hat. This powerful image would become an integral part of the bottle labels and of the brand's advertising since the 30s of last century, when Sandeman itself bottled its first vintage and the Wine and Spirit Trade Record recognized the "beginning of the end of Port Vintage Wines bottled by merchants."



The business continued to prosper and in 1965, Sandeman began to appear in television advertising, relying on the presence of "The Don" in a series of creative ads.

Sandeman was the first house to receive, between 1995 and 1996, the Certificate of Quality ISO 9001, and was also the first Company of Port to be certified by the Portuguese Government in accordance with the Portuguese Institute of Quality.

In June 2002, Sandeman joined the corporate holding of Sogrape Vinhos, a leading group in Portugal known for its choice of family businesses with full respect for its history and tradition. Today, representing the seventh generation of the founding family, George Sandeman, who is also a manager at Sogrape Vinhos, maintains that the greatest pleasure of being in the business of Port Wine is transmitted "by the consciousness of belonging to a family that has for so long been making wines capable of giving pleasure to so many people."

In fact, for more than 225 years has Sandeman been transmitting knowledge from generation to generation to preserve the excellence of its wines, gladly appreciated worldwide for its quality and flavor, mystery and seduction. A brand whose signature is FAMOUS FOR PLEASURE.

THE FIGURE

“THE DON”: MYSTERY AND SENSUALITY



The strong pioneering and innovative nature of the brand Sandeman is faithfully mirrored in the figure of “The Don” - a mysterious and sensual character wrapped in a black cloak still used by the Portuguese students and with a Spanish caballeros’ “sombbrero” from the Jerez region.

Designed by the Scottish Massiot Brown in 1928, at a time when the art market was ruled by French illustrators, “The Don” was popularized as a mysterious black figure that still lingers, and is rightly considered one of the earliest brand images, one of the first created logos in the world, surely marking the first time that a drink created a concept of a trademark, having in mind the approach to the global market.

This dramatic black figure with its glass of Port in hand, became part of Sandemans advertising campaigns and labels since 1930, being recognized worldwide as a symbol of prestige and quality. The figure has been retouched over the years, but can still bring together the mystique and attraction that it showed the world when it was created. It is one of the icons with the highest brand recognition in the world of beverages - which tells us of its importance in affirming Sandeman as the only truly global brand of Port.

“The Don” was so named in 1935 when the image was included on the label of a Tawny released just before with the name Dry Don. Since then, it has become a constant silhouette in Sandeman labels.

In 1965, “The Don” first appeared on television, with the famous ad: Find The Don and you will find Sandeman. The most famous logo of the wine business went from a still figure in press advertisements, labels and posters outside to a seductive personality embodied in a television advertisement that is still remembered by many.

Several other commercials were produced in the following years in different markets, but all of them included the famous and mysterious figure that was forever associated with the pleasure of drinking Sandeman.

THE WINEMAKER

KNOWLEDGE AND PASSION



LUÍS SOTTOMAYOR BELIEVES THAT THE SECRET OF THE GREAT WINES IS BASED ON THE PASSION OF THOSE WHO WRITE THEIR HISTORY IN THE VINEYARDS AND CELLARS.

Luís Sottomayor is the winemaker who assumes the enormous responsibility of continuing the secular work which made Sandeman a major reference of the Douro Wine Region and the most universal brand of Port.

Disciple of master Fernando Nicolau de Almeida, Luís Sottomayor learned that winemaking is, above all, a world of art, passion and true dedication, to which technical and scientific knowledge lend an indispensable support.

Setting ambitious objectives for the Douro Region, worthy of its predecessors, this winemaker is now integrated into Sogrape Vinhos Elite and he guarantees the continuity of excellence of the wines of Porto Sandeman.

In fact, when he joined the company in 1989, the winemaking team led by master Fernando Nicolau de Almeida, Luís Sottomayor knew this was the right place to participate in the production of the best Port and Douro wines. Today, he sees his skills recognized and proven in the quality of his work. He directs the winemaking team of all brands of Port and Douro Wines of Sogrape, something he embraced in January 2007.

Responsible for the latest masterpieces of Sandeman, including Sandeman Vintage 2011 and Sandeman Vintage Quinta do Seixo 2015, Luís Sottomayor expresses great pride to have the possibility of continuing a history of success, praising the boldness and creativity of those who, without the help of current technological conditions, made possible the production of such wines of excellence, that are able to defy time.

Born in Moreira da Maia, married and father of three, Luís Sottomayor has a complete academic education that includes courses in Oenology from the University of Dijon, in Burgundy, and Charles Sturt University, Australia, in addition to a postgraduate degree in oenology by the School of Biotechnology at the Universidade Católica do Porto, in Portugal.

Holding that the secret of the great wines is based on the passion of those who write their history in the vineyards and cellars, Luís likes to emphasize the effort that is made in Sogrape Vinhos to preserve and magnify the inheritance received from large and prestigious brands, by combining values of tradition with the desires and trends that are emerging for the future.

THE REGION

THE DOURO WINE HERITAGE



THE DOURO REGION IS SINCE 1756 ONE OF THE FIRST AND MOST IMPORTANT DEMARCATED REGIONS OF THE WORLD.

The Douro region, where Sandeman's Port Wines are produced, is since 1756 one of the first and most important demarcated regions of the world.

The beginning of vine growing in the region is lost in the dust of time, but its increase is known in the period of Roman occupation. In the twelfth century, after the independence of Portugal, we see the beginning of the development of viticulture in the Douro Valley and the first exports to France, dating back to the thirteenth century. Nevertheless, it is only in the seventeenth century that the first reference to the name "Port" appears, applied to the Douro Wine.

The Douro Demarcated Region is located in the northeast of the Portuguese territory and springs through the valley of the Douro River, limited to the north, west and south by mountain ranges, and bordered by Spain to the east. It extends over 250.000 hectares, of which only about 18.3% are occupied by vineyards, which take up an area of approximately 44.005 hectares, shared by around 25.680 vine-growers. Small estates stand out and the region is mainly dependent on the vine, although it is also very noted the tradition of the production of olive oil and almonds. In areas adjacent to the west, cherry is relatively widespread and to the south, in the higher areas, apples are also intensively grown.



In terms of climate, the mountain ranges to the west and the strong engagement of the hydrographic network allow the existence of a microclimate where the influence of the Atlantic is attenuated. Generally, winters are less wet and summers are hot and dry. The region is characterized by dryness and seasonal distribution of rainfall is concentrated in the late fall and early winter, with a secondary maximum in March or April.

The Douro Demarcated Region is divided into three sub-regions, defined according to climatic variations: Baixo Corgo (sub-western region); Cima Corgo (sub-central) and Douro Superior (eastern sub-region, which at its eastern limit touches the border with Spain).

The predominant varieties in the region are mainly from red grapes, with higher incidence in Touriga Nacional, Touriga Franca, Tinta Roriz, Tinta Barroca, Tinto Cão and Tinta Amarela. But the great diversity of existing varieties in the Douro confirms the strength of the region and reflects its excellent conditions for vine growing.

In the several estates of Sogrape Vinhos, with more than 450 hectares ranging from the Cima Corgo to the Douro Superior, the varieties which occupy more area in planted vines are the Tinta Amarela, Tinta Barroca, Tinta Roriz, Touriga Franca, Touriga Nacional and Tinto Cão – in red grapes - and Malvasia Fina, Viosinho, Donzelinho and Gouveio in white grapes. In new plantings, however, it was decided to opt for a smaller number of varieties, selected by their particular characteristics, such as Touriga Nacional, Touriga Franca, a specific clone of Tinta Roriz, called Pé de Perdiz, Sousão, Alicante Bouschet, Donzelinho, Tinta Francisca and Touriga Brasileira. In white grapes, we can mostly find Viosinho, Arinto and Códèga do Larinho.

In the Douro region, Sogrape Vinhos is present in the best places for the production of Port wine and DOC wines, with estates in the sub region of Cima Corgo and Douro Superior. In the case of Sandeman, the most emblematic estates is the beautiful Quinta do Seixo, situated in a privileged location in the Douro valley, between Régua and Pinhão.

THE FARM

SEIXO: DOURO SEEN IN A GIANT “SCREEN”



Quinta do Seixo is one of the largest and most iconic vineyards in the heart of Douro, and the true showroom of Sandeman in the region. Benefiting from a prime location on the southern shore of the Douro river, situated between the city of Régua and the village of Pinhão, and referenced since the seventeenth century in the production of Port Wine, the 71 hectares of vineyards of Quinta do Seixo have been marking the Landscape of Douro, through the hard work of many generations, and are now the cradle of the best Sandeman wines.

In traditional slopes of pre-phylloxera schist, in modern terraces, or in vertical vineyards, this is the birthplace of dozens of traditional grape varieties of the Douro Demarcated Region, with a special predominance of Tinta Roriz and Touriga Nacional, but in a unique and unrepeatable mixture that defines this farm and the quality of its wines.

It's from the old vines, with nearly 100 years old, that offer a privileged view of the river, that the grapes are extracted, and then used in the lots of the best Sandeman's Port Wine.

A WINERY IN THE MIDDLE OF THE SCHIST

The winery of Quinta do Seixo was created in 2007, involved in a project that combined cutting edge technology and versatility. Equipped with the most advanced winemaking technology, this winery was perfectly integrated into the landscape of Douro, respecting the tradition associated with the production of high quality wines.

This cutting edge technology is visible from the hoppers, where the first selection of the grapes is made, at the harvest time, up to the suspended stainless steel vats, facilitating the monitoring of all the winemaking work, without forgetting the granite wine-presses. The fermentation container is chosen according to the type of wine to be produced. The stainless steel tanks produces a more intense and elegant wine. In the traditional wine-presses a more classic and more robust wine is produced, which naturally results in a better extraction.



QUINTA DO SEIXO IS ONE OF THE LARGEST AND MOST ICONIC VINEYARDS IN THE HEART OF DOURO, AND THE TRUE SHOWROOM OF SANDEMAN IN THE REGION.

The versatility is expressed in different vinification methods available in Quinta do Seixo, as well as in the possibility of producing different types of wine depending on the wine-making and commercial purposes.

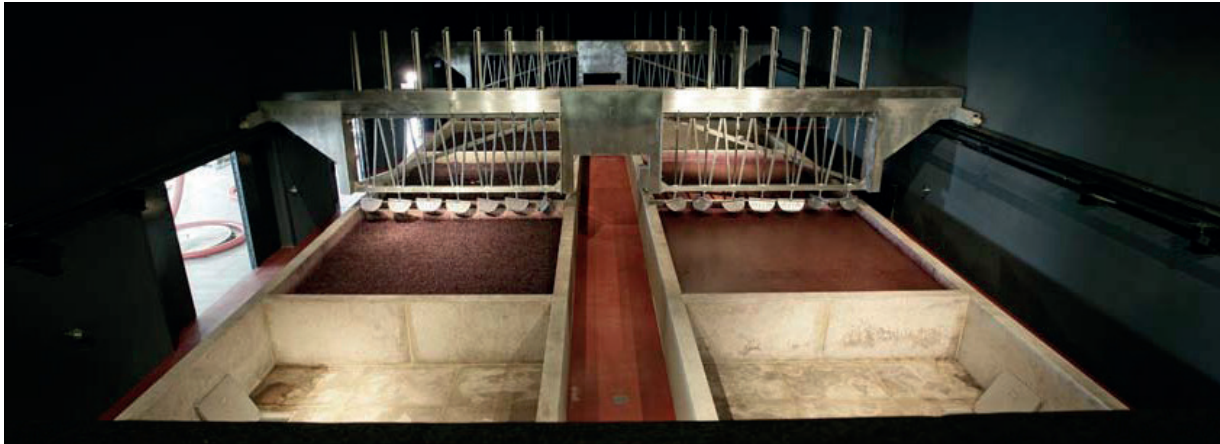
The winery of Quinta do Seixo was equipped to achieve the vinification of a total of 2,5 million kilos, at every grape harvest, using multiple techniques available in accordance with the type of wines it wishes to produce. Immediately upon arrival, there are four hoppers that allow the discharge of grapes by tippers trailers, by tanks or by boxes of 20 kilos. There is also an area where the selection of specific grapes can be made, for the production of highest quality wines. The fermentation may take place between 28 stainless steel tanks and 12 lagares with different capabilities, using four types of possible maceration, including manual pump, robots, Turbo Pigeur and Delestage.

Always favouring gravity, in a winery which produces only red wines, after the fermentation the winemaking team can choose between three kinds of pressing: vertical mobile plate, horizontal mobile plate and pneumatics.

PORT WINE

Port Wine is a naturally sweet, rich and fortified wine, produced exclusively with grapes from the Douro region, in the north of Portugal. Its production and marketing are subject to specific regulations regarding the designation of origin "Porto", and to a policy of control and supervision managed by competent bodies.

The vines and wines are known in the Douro region since prehistoric times, but it was during the Roman and Visigoth periods that they began to develop.



The Methuen Treaty (1703), signed between Portugal and England, was crucial to the future of the Port Wine since, among other things, it granted preferential rates to the Portuguese products (including wine), when entering England.

Port Wine, as we know it today, did not exist at the time. The wines produced in the Douro - full bodied, and with a great intensity of colours and scents - tended to ferment when they were transported by boat. To avoid these fermentations, people added grape spirit to the wine in order to stabilize it during the travel. And that was how, by mere chance, the Port Wine was born.

Due to the rugged terrain the harvest, which usually takes place between September and October, is done manually, traditionally by women. The men carried the grapes in large wicker baskets that came to weigh 60kgs each.

Nowadays, the grapes are transported in small stackable boxes, avoiding the crushing and consequent premature fermentation of the grapes, allowing a more careful and better quality treatment.

The grapes were then transported to the lagares (opened tanks in granite) where they were trampled by men. But today, on arrival at the winery, the grapes are evaluated in terms of overall quality, destemmed and crushed. The resulting mass is transferred to stainless steel tanks or robotic presses where fermentation takes place under controlled temperatures.

Fermentation is the natural process by which the natural sugar of the grapes turns into alcohol. What makes the Port Wine different from other Douro wines is the fact that its fermentation is never completed. The fermentation process is stopped at an earlier stage with the addition of grape spirit, in the ratio of 1:5. This is a neutral grape spirit, with a natural aroma and colour free, it has about 77° of alcohol, is wine distilled and it is not aged.

When fermentation achieves the desired levels of sugar the grape must, still in fermentation, is transferred to a vat. At the same time it is added the grape spirit. This needs to be rapidly mixed with the must to neutralize and stop the fermentation. The result is a naturally sweet wine (c. 100g/L of residual sugar), fortified (c. 20% alcohol by volume), produced with grapes from the Douro region in accordance with the DO rules - i.e., Port Wine.

The new Port Wine still needs to age for a minimum, of about, three years before being marketed. Initially, the wine is stored in the Douro, in large oak or stainless steel vats. The wines are then transferred to traditional aging Sandeman cellars in Vila Nova de Gaia. Formerly, the transportation of the wine was made in pipes on board of the typical Rabelo boats. Today, this transportation is done in stainless steel tanker trucks. These are properly controlled and sealed by the competent authorities, and ensure the highest quality of transportation.

Upon arrival at Vila Nova de Gaia, the wines are tasted and stored. At this stage, the wines have different potential aging times (faster or slower), and are stored according to their consumer purpose.

BRANDS

A VERY RICH OFFER



IN ADDITION TO ITS VALUABLE PORT WINES, SANDEMAN'S PORTFOLIO ALSO INCLUDES WINES FROM JEREZ, MADEIRA AND BRANDIES OF EXCELLENCE, A VERY RICH OFFER IN TERMS OF DIVERSITY AND QUALITY.

In addition to its valuable Port Wines, Sandeman's portfolio also includes wines from Jerez, Madeira and Brandies of excellence, a very rich offer in terms of diversity and quality.

Regarding Port, the Sandeman presents a wide range of options which is divided into different ranges: Classic, Premium, Deluxe and Rare Wines, marking a strong presence in the four main types of Port: the 'White', usually a young wine made from white grapes, the 'Ruby', which is stored in large vats and has a rapid aging, gaining normally the aroma of red fruits and chocolate, the 'Tawny', that ages in the typical oak pipes, gaining (due to its oxidative process) the aroma of nuts and dried fruits, and finally the 'Vintage', known as the best that wine has to offer, born exclusively from extraordinary harvest years. This wine has the ability to age in the bottle, and may be stored for decades without losing its qualities.

In the Premium range, reference to the Founders Reserve and Imperial Reserve and, most recently, the Aitiv Reserve. Noteworthy in the range Deluxe the 10 and 20 Years Old Aged Tawnies, the Late Bottled Vintage and the Vau Vintage. In the Rare Wines range, the Sandeman Vintage, Classic, Sandeman Vintage Quinta do Seixo and the 30 and 40 Years Old Aged Tawnies are the ones that stand out.

Sandeman Jerez brandies are also considered high-quality wines. It is an exclusive product of the Denomination of Origin Jerez-Xérès-Sherry, in southern Spain. Brandy de Jerez is special because it is aged in very specific wooden barrels, and in unique climatic conditions of the region where it is produced. It is a spirit drink produced from distilled wine in the unique conditions of the bodegas of Jerez, using oak barrels and aged in the traditional solera process. The range of Sandeman brandies offers three options: Capa Negra, Capa Real and Imperial.

As for the wines of the same region of southern Spain, the Sandeman offer includes a dozen fortified options ranging from Sandeman Character to Sandeman Royal Ambrosante. These wines are produced from only three grape varieties - Palomino, Pedro Ximenez and Moscatel - and aged in the traditional "bodegas" of Jerez de la Frontera.

The Sandeman is also proud of the high quality and reputation of its Madeira wine, which includes the Madeira Fine Rich and the Madeira Rainwater. Madeira is a natural and generous wine, produced from grapes grown on the island of Madeira, in the Atlantic, from the grape varieties of Malvasia, Verdelho or Sercial, among others, whose unique character is given by the vinification and aging process in the "greenhouses", before being transferred to wooden barrels where it is stored for years.

WINE TOURISM

EXPERIENCE FOR A LIFETIME



Places dedicated to the Sandeman's heritage, tradition and innovation can be found in Sandeman's Cellars, in Vila Nova de Gaia, and also in Quinta do Seixo, in Vale do Douro, in the north of Portugal.

The Sandeman's Cellars are located on the waterfront of Vila Nova de Gaia, just steps from the Douro river and just outside the historic center of Oporto, in an iconic granite building purchased by the founder of Sandeman in 1811.

There, visitors are invited to live an experience full of mystery and sensuality that leads them to the discovery of the secrets and flavors of Port Wine and of a brand that has become a global icon.

Anticipating the final wine tasting, the visitors are guided through the cellars where the wines age slowly in wooden barrels and pipes. We can sense in the damp silence that surrounds us a leading role that time plays in the creation of the pleasure that these wines provide. The course ends in an auditorium with a slideshow on the big screen to highlight (in 11 languages) the spectacular scenery of the Douro Valley, and the most significant aspects of the production process of the Port Wine.

In Quinta do Seixo, the most recent enotourism project of Sandeman, awarded internationally, you can see an innovative and contemporary offer which involves visits, wine tasting and gastronomic combinations, contributing to a greater understanding and satisfaction regarding Port Wine. A stroll through the vineyard, a guided tour to the winery, the cellar and the robotic presses and a wine tasting in a large, bright room overlooking the river, are the simplest of the proposed programs, integrated in a project specially designed to raise awareness about the history and production process of the Sandeman's Port Wine.



THE HOUSE OF SANDEMAN HOSTEL & SUITES

Sandeman's most recent project brings a truly innovative experience to the Port Wine sector: a unique tourist attraction that allows visitors to sleep in a Port Wine cellar and enjoy a host of activities relating to the brand.

With its doors estimated to open in early 2018, the House of Sandeman Hostel Suites follow the partnership between Sogrape and The Independent Collective (MBD) group, and will be the first branded hostel in the world.

Located within Sandeman's wine cellars, the new hostel consists of 10 suites and 5 dormitories, with a total of 73 beds, a restaurant, an esplanade, a bar, a recreation room and an event room.

THE ART OF DRINKING WINE

MODERATION AND RESPONSIBILITY



How to drink, how to serve or how to store a wine in the best conditions?

The answer to the first question calls for an essential pre-condition: the best way to drink a wine is always with moderation and responsibility. Therefore, Sandeman is proud to join a Group - Sogrape Vinhos - which is a party, from the outset, of an European project called Wine in Moderation, and also a founding member of the Forum Nacional Álcool e Saúde (National Alcohol Forum and Health), an organization that aims to strengthen, at a national level, the required actions to minimize the damage caused by the harmful use of alcohol.

Apart from the inclusion of the message "Be responsible. Drink with moderation", as well as the logo of the "Wine in Moderation" project in any communication made by Sandeman to the consumers, Sogrape Vinhos publishes and distributes a small brochure entitled "For a healthy consumption of the wine", in which it discloses the main objectives of the Project "Wine in Moderation by Sogrape Vinhos" and gives advice and guidelines for responsible consumption.

Bearing in mind that wine drinking should be done in moderation and in a responsible way, it is also important to know some secrets that allow us to obtain the maximum pleasure when we drink wine. The correct choice of the best food to accompany the wine is one of them, but it is equally important to control the art of serving wine in the proper glass and on the correct temperature. It is also essential to know how to store the wine in in a wine cellar in the best conditions.

To get the most pleasure from the wine it is important to first understand it. And to understand the wines from Sandeman it is necessary to examine the various existing brands in its portfolio, starting with the classic 2011 Vintage.

UNDERSTAND AND SERVE SANDEMAN

To get the most pleasure from the wine is important to understand it. And to understand the Sandeman to its fullest is necessary to examine the various categories and the ranges of wine in its existing extensive portfolio. It is essential to realize that there is always a wine for every moment, and that it can be consumed in many different ways.

Serve a wine with the necessary refinement requires knowledge and respect for rules somewhat complex, given the diversity of wines available, the right time where they are served, and the right choice of the glass, temperatures and ideal food for each wine. There are many options to consider. The same happens with the rules of wine storage in cellars, which are dependent on the specific characteristics of each wine, in particular their ability to age in bottle.

For all this, we believe that a careful reading of the Technical Data Sheet is absolutely essential when it comes to wines with the complexity and history of Sandeman.

In the case of Sandeman, it is possible to find these technical data sheets in the area reserved for the brand portfolio in www.sograpevinhos.eu. Read the advice given by the experts on how to serve wine and store it properly.

For more information, please contact: Inês Vaz - 22 786 80 42 | ines.vaz@sogrape.pt | www.sograpevinhos.com
