

## **SOGRAPE WINE ACADEMY AND NOVA SBE ANNOUNCE THE 4TH EDITION OF THE W.I.N.E. COURSE.**

**After the success of previous editions, the innovative wine course in the field of executive training is back between May and July**

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**Press Release 16/05/2024 - Sogrape Wine Academy and Nova School of Business and Economics (Nova SBE) have just announced the launch of the 4<sup>th</sup> edition of the W.I.N.E. - *Wine is a Networking Enabler* course, which will run from 23 May to 16 July 2024. Following the success of the previous editions, this innovative collaboration promises to continue strengthening networking, management, and social intelligence skills in the context of the wine world.**

Developed as an exclusive and pioneering programme in executive training, the W.I.N.E. course stands out for reinforcing networking, management, and social intelligence skills within the world of wine. This joint initiative between Sogrape Wine Academy and Nova SBE offers a unique approach for a select group of executives who wish to expand their knowledge of wine and their management skills, combining a unique theoretical and practical component.

The W.I.N.E. course provides an immersive, guided journey to understand the world of wine and acquire skills that facilitate successful choices, including field trips to wine companies and prominent wine regions. Participants will learn about the main types and styles of wine, grape varieties and producing regions, combining theory with systematic tasting practice to acquire essential practical skills in choosing, handling and harmonising wine and food.

*"At the Sogrape Wine Academy, we strive towards an offer and service of excellence and quality partnerships with an exemplary reputation. Since its launch in 2022, our ambition has been to be a centre of excellence in wine knowledge, raising the culture of wine for our employees, partners, clients, and consumers. W.I.N.E, developed alongside Nova SBE, is just one of many important steps towards realising this ambition. We couldn't be more excited to launch the fourth edition of this pioneering course. The feedback we've received from previous editions has shown us that this is an innovative and highly valued programme, so we're launching the new edition with the expectation of continuing to do more and better for all those who combine a passion for wine and management,"* according to Filipe Gonçalves, Chief Marketing Officer of Sogrape.

During the W.I.N.E. course, the importance of Social Intelligence is also emphasised, promoting a blend of knowledge about wine and tools provided by Nova SBE teachers to activate this skill. In addition, participants can connect with a solid alumni community, which currently has

around 70 members, and strengthen professional and social networks even after the end of the course.

Each edition of the course offers an international experience, with the tasting of around 50 wines from 30 Denominations of Origin (DOs) representing 12 different countries. The programme contributes to a global understanding of the world of wine. It is led by a faculty of excellence comprised of 5 specialists from Sogrape and 3 professors from Nova SBE, guaranteeing a high standard of teaching and interaction.

The 4<sup>th</sup> edition of W.I.N.E. will take place between 23 May and 16 July 2024 in 8 face-to-face sessions at Nova SBE in Carcavelos, Lisbon.

### **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 over 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.

### **About Nova SBE**

Nova SBE is the most prestigious business school in Portugal and one of the leading business schools in Europe. It is the faculty of economic, financial and management sciences of NOVA University Lisbon. The current Dean is Prof Pedro Oliveira (PhD, University of North Carolina at Chapel Hill). Nova SBE has been a member of CEMS since December 2007 and has a Triple Crown award worldwide, which implies accreditation by EQUIS, AMBA and AACSB. It was the first Portuguese business school to acquire international accreditations and world-renowned recognition in higher education. Nova SBE's global vision is also reflected in the adoption of English as the main language of instruction. More than half of the undergraduate courses and the master's, MBA and PhD programmes are taught in English.

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Be responsible. Drink in moderation.