



## SOGRAPE WINS DOUBLE DISTINCTION AT NATIONAL INNOVATION AWARD 2024

**Portugal's leading family wine company recognised for Excellence in Technology and Business Leadership**

**Press Release 27/06/2024 - Sogrape has won the National Innovation Award in the Web 3.0 (Technologies) and Large Companies (Size) categories. This recognition reflects the company's continuous effort and dedication to the wine sector, highlighting its commitment to accelerating innovation in the wine industry by introducing new approaches and disruptive value propositions.**

The National Innovation Award, organised by Negócios, BPI and Claranet, in partnership with ANI - Agência Nacional de Inovação and COTEC Portugal, recognises and encourages innovation in Portugal, and this edition saw a record 146 applications.

In the Web 3.0 (Technologies) category, Sogrape stood out with its "Sandeman & Douro Metaverse Experience" project, a pioneering initiative in the sector that uses advanced technologies to offer visitors an immersive and interactive experience. Visitors to the Sandeman Cellars in Vila Nova de Gaia are virtually transported to the historic Quinta do Seixo, Sogrape's flagship property in the Douro region, where Sandeman Port is created. Participants can explore the emblematic spaces and learn about the history and tradition of Port in an innovative and immersive experience. The technology also allows the experience to be accessed from anywhere in the world as long as the user has virtual reality equipment and access.

In the Large Companies (Size) category, the National Innovation Prize was awarded by jury nomination in recognition of Sogrape's significant contribution to the national and international business landscape. This award recognises the company's ongoing commitment to operational excellence and strategic innovation, strengthening its position as a leader in the wine industry.

*"At Sogrape, we pride ourselves on combining tradition with innovation, daring to innovate in an industry that is still quite traditional. This balance between preserving our history and embracing the future sets us apart. We are extremely proud to receive the National Innovation Award in two such prestigious categories. Sogrape's entry into the Metaverse through the Sandeman brand is a clear example of our commitment to innovative solutions to the challenges we face on a daily basis, creating disruptive, memorable experiences for our visitors and consumers. We strive to prepare Sogrape for the future at a higher level, and being recognised with this Award proves that we are heading in the right direction, at the forefront of the sector," André Campos, Head of Strategy, Innovation and Transformation at Sogrape, said.*

Sogrape remains committed to driving innovation as a source of transformation and sustainability for its business and the wine sector. It constantly looks for new ways to improve its activity throughout the value chain, elevate the consumer experience, and create a positive impact on the wine industry and society. Sogrape even launched its own Venture Capital fund in 2023 to help accelerate the sector's most disruptive projects.

### 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 3<sup>rd</sup> 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.