



THE 2ND EDITION OF THE SOGRAPE IMPACT HACK IS COMING UP

Entries are now open for the 19 September competition dedicated to revolutionising the wine industry through innovation

30 July 2024 – Sogrape announces the return of the Sogrape Impact Hack, a unique competition that challenges students, aspiring entrepreneurs and wine enthusiasts to develop innovative solutions to reinvent the wine industry. This year, participants will contribute directly to the areas of Direct-to-Consumer and Wine Tourism in a marathon of creativity and disruption.

After the success of the first edition in 2023, which had more than 100 participants, the Sogrape Impact Hack returns to the Casa Ferreirinha Space in Vila Nova de Gaia to bring together innovative and passionate minds on an open platform for collaboration and creative problem-solving.

The competition will kick off on 16 September with an online session from 11 a.m. to 4 p.m., where teams will begin the ideation process. This year, the face-to-face event will include prototyping activities and will take place on 19 September from 8 a.m. to 8 p.m., where participants will have 12 hours to turn ideas into concrete solutions by leveraging innovative approaches in two key areas. Sogrape believes that the Direct-to-Consumer and Wine Tourism areas are fundamental to establishing meaningful relationships with customers and consumers. This competition is an opportunity to involve the community in co-creating a more positive and sustainable future.

The three best projects will be awarded prizes of €1,500, €1,000, and €500, to which will be added an amount allocated to NGOs. The winners will also have the opportunity to implement their concepts.

Sogrape Impact Hack is part of Sogrape's open innovation programme and reinforces its commitment to innovation and its acceleration in the wine sector. Registration is open [here](#) on the event's dedicated page until 11 September.

About Sogrape

Founded in 1942 by Fernando Van Zeller Guedes, Sogrape was created to show the world the quality of Portuguese wines. From a winery in the Douro region focused on the production of Mateus Rosé, this family-owned company has gone global, with a presence in over 120 markets. Today, it owns over 1,600 hectares of vineyards in Portugal, Spain, Chile, Argentina, and New Zealand.

Driven by the purpose of *bringing Friendship and Happiness to everyone it touches through its wonderful wines*, Sogrape's family spirit and peak-performing team culture are key to the path of success it has been building for over 80 years.

Under the leadership of Fernando da Cunha Guedes, current President and representative of the 3rd generation of the founding family, the leading company in Portugal wants to spread Sograpiness around the world and assert itself as a catalyst for positive social change, respecting the limits of the planet in building a more sustainable and inclusive future.

For more information, please contact:

Llorente & Cuenca

Carla Martins - cmartins@llyc.global

Rita Paulo - rita.paulo@llyc.global



Be responsible. Drink in moderation.