

SOGRAPE IMPACT HACK 2024: TRANSFORM THE FUTURE OF WINE THROUGH DISRUPTIVE INNOVATIONS

Teams worked on innovative solutions for the future of wine in the areas of Direct-to-Consumer and Wine Tourism.

September 20, 2024 – The second edition of the Sogrape Impact Hack once again brought together the innovative community to reinvent the wine industry with innovative and sustainable solutions. Held at Espaço Casa Ferreirinha in Vila Nova de Gaia, the event involved more than fifty participants, reaffirming Sogrape's commitment to accelerating innovation in the sector.

Over 12 intense hours, teams of students, professionals, and wine enthusiasts responded to the challenge of developing disruptive solutions for the areas of Direct-to-Consumer and Wine Tourism, two fundamental areas for creating connections between brands and consumers. This creative marathon, which included the participation of around 20 Sogrape employees as mentors and judges, began with an online session on September 16, during which teams started sketching ideas, culminating in the in-person event on September 19, where concepts took shape through prototyping sessions and collaborative work.

"The second edition of the Sogrape Impact Hack once again demonstrated the immense potential of creativity and innovation when space is opened for co-creation and idea exchange. We were impressed and inspired by the quality of the solutions presented, which reflect the entrepreneurial and innovative spirit that Sogrape wants to cultivate," said André Campos, Head of Strategy, Innovation, and Transformation at Sogrape. *"These initiatives help us rethink the future of the wine industry in a sustainable way, while involving the community in an open collaboration process that is transformative and dynamic."*

Among the more than 10 projects presented, three teams were awarded prizes in the total amount of €4000. Additionally, an additional amount will be donated to non-governmental organizations, reinforcing Sogrape's commitment to positive social impact.

The 1st prize was awarded to the Slay project, a multidisciplinary team of students from the Faculty of Engineering, Faculty of Economics, Faculty of Sciences of the University of Porto, and the Faculty of Architecture of the University of Lisbon, which presented a proposal to bring Sogrape and its brands to major European cities, offering wine curation with various types of experiences.

The 2nd prize recognized the SoUvas project from the Faculty of Engineering of Porto, which suggested the creation of solution based on Artificial Intelligence, that will have the ability to make wine recommendations with precision based on its wine knowledge.

The 3rd prize went to the Spotlight project, from IPAM students, which presented an automated sales solution for small formats, to serve areas where wine is not typically easily found.

The Sogrape Impact Hack reaffirms itself as an integral part of Sogrape's open innovation strategy, betting on collaboration and creativity to reinvent the wine sector. Through this event, Sogrape continues to assert its position in the innovation ecosystem, promoting initiatives that contribute to a more sustainable and positive future and reaffirms the wine sector, often considered traditional, as a dynamic industry with its eyes set on the future.

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.