

## **SOGRAPE AND BY THE WINE OFFER A WINE EXPERIENCE TO PORTO**

### **Reinforcement of the partnership opens the doors of a new space in Porto with a wine list signed by Sogrape**

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**Press Release / 21 November 2024 - After a decade of conquering Lisbon residents, By The Wine has taken its original and surprising concept to Porto, a tourist destination of choice, where it has just opened its new space in a relaxed and welcoming atmosphere. Now *soft opening* in the Invicta City, By the Wine Porto offers a unique experience that combines the best of Sogrape wines with a quality gastronomic offer.**

As in Lisbon, By The Wine Porto offers a wine list carefully selected by Sogrape, with national and international references, as well as the main spirits represented by Sogrape Distribuição in Portugal.

From brands such as Mateus, Casa Ferreirinha, Herdade do Peso, Sandeman, Quinta dos Carvalhais and Quinta da Romeira, to wines from Spain, Argentina, Chile and New Zealand, you can enjoy a wide selection, available by the glass or bottle. As well as a unique wine experience, the perfect pairing is said to be achieved with a menu that mixes Portuguese flavours with global inspirations.

*"The arrival of By The Wine in Porto is a special milestone for Sogrape, which strengthens the connection with our consumers in the region and reinforces the successful partnership with By The Wine. We are excited to open our doors in Porto and offer the opportunity to explore the diversity of our wines and the passion for the wine experience, in a city that we consider our home,"* says Gonçalo Sousa Machado, CEO of Sogrape Distribuição.

Ricardo Santos, managing partner of By The Wine, says: *"We've wanted to open a second space in this city for some time, given its connection to wine and Sogrape, but only now have we managed to find the space we wanted. But I believe the wait was worth it and that this space lives up to the tradition and innovation that define us."*

In addition to lunches, dinners and wine tastings, the space will be the stage for dynamic initiatives such as presentations of new vintages, special programmes with winemakers and wine tastings open to the public. With a *design* that combines sophistication and comfort, including a ceiling lined with Bordeaux bottles, a 15-metre central bar and a wine-inspired terrace, By The Wine Porto promises to be a reference point for wine enthusiasts and visitors alike.

### Opening hours:

Tuesday to Thursday from 19.00 to 00.00

Fridays, Saturdays and Sundays from 13h00 to 00h00

### Bookings:

+351 222 087 292

[www.bythewine.pt](http://www.bythewine.pt)

Address: Rua José Falcão, 107

4050-315 Porto

### About Sogrape

Founded in 1942 by Fernando Van Zeller Guedes, Sogrape was born to show the world the quality of Portuguese wines. From a winery in the Douro region focused on producing Mateus Rosé, this family-run company has become global, with a presence in more than 120 markets, and today owns more than 1,600 hectares of vineyards spread across 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 more than 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.

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Be responsible. Drink in moderation.