



Porto Ferreira Celebrates Christmas with Exclusive Labels Inspired by Portuguese Culture

Press Release, 2 December, 2024



This Christmas, Porto Ferreira, one of the most prestigious and historic Port Wine houses, is unveiling a special edition celebrating Portuguese culture and highlighting its commitment to sustainability.

The Tawny, White, and Ruby labels feature traditional Portuguese embroidery, paying tribute to Portugal's rich cultural heritage. For the occasion, Porto Ferreira replaced the usual individual boxes with a reusable ribbon, specifically designed for those looking to offer a thoughtful gift during the holiday season. This choice underscores the importance of adopting more sustainable behaviors and using materials with longer life cycles, thus aligning with the principles of circular economy. This initiative follows the brand's earlier decision to make its classic wine bottles lighter, reducing their weight from 485 grams to 420 grams, resulting in a 13% reduction in carbon emissions per bottle, compared to previous versions.

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In celebration of the holiday season, Porto Ferreira is gifting the first customers purchasing a bottle of Tawny, White, or Ruby Port Wine with a visit to the historic Ferreira Cellars, in Vila Nova de Gaia*. This experience offers a genuine immersion into the origins and legacy of Porto Ferreira, as well as into the life and work of Dona Antónia, the iconic figure whose vision and determination transformed the Douro Valley into the renowned region it is today.

"This special edition strengthens Porto Ferreira's connection to traditional Portuguese culture and its commitment to more sustainable practices. This year, in line with this goal, Porto Ferreira is presenting a solution that eliminates the traditional packaging, while maintaining an elegant presentation, making it an excellent gift option for these holidays. The inclusion of visits to the Ferreira Cellars also aligns with the essence of Porto Ferreira, which is based on fostering connections and creating meaningful moments with family and friends," **says Filipe Gonçalves, Chief Marketing Officer at Sogrape.**

*Offer valid for the first 3,000 customers purchasing a bottle of Porto Ferreira Tawny, White, or Ruby between 21 October, 2024, and 28 February, 2025, at authorized retailers. For more information, simply scan the QR Code on the labels.

About Porto Ferreira:

Founded in 1751 by the Ferreira family, from Régua, Porto Ferreira has remained under Portuguese ownership since it was established. The brand's pivotal moment for prosperity occurred when Dona Antónia Adelaide Ferreira, the fourth generation of the founding family, took over the business. With exceptional entrepreneurial spirit and tenacity, Dona Antónia spearheaded significant changes in the Douro region and the Port Wine industry, leaving a legacy that is celebrated to this day. In tribute to her contributions, the new bridge over the Douro River will bear her name, cementing her importance in the region's history.

Acquired in 1987 by Sogrape, Porto Ferreira has managed to combine technological advancement with the full respect for the traditional methods and practices, thus ensuring the production of high quality Port Wines.

Perfect Port Wine Serving

For an ideal tasting experience, Port Wines should be served chilled at the appropriate temperature. Porto Ferreira White is best enjoyed between 6°C and 10°C, Ruby between 14°C and 16°C, and Tawny between 12°C and 16°C. A good practice is to place the bottle in the refrigerator before serving or to use an ice bucket with water and ice. After opening, it is recommended to store the bottle in the refrigerator door for up to one month to preserve its flavor and freshness.

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