

## **SILK & SPICE AND SANDEMAN SHINE IN TIMES SQUARE, NEW YORK**

**29 January, 2025 – Silk & Spice, one of the fastest-growing red blends in the United States, and Sandeman, the historic Port Wine house, have just taken over Times Square, in New York City, with a campaign celebrating authenticity and the pioneering spirit. Over a period of 12 months, at one of the world's most iconic locations, these two brands will captivate millions of people daily.**

The campaign is displayed on a 15-story digital screen at 1552 Broadway, between the 46<sup>th</sup> and 47<sup>th</sup> Streets, turning Silk & Spice and Sandeman into the stars of a breathtaking visual experience. With four interconnected screens, the campaign alternates between the two brands, highlighting their stories and wines. This initiative places Portuguese wine at the forefront of the international stage and stands as a bold statement about its future in the global market.

**Filipe Gonçalves, Chief Marketing Officer at Sogrape, highlights:** *"The presence of Silk & Spice and Sandeman at the iconic Times Square is a remarkable achievement reflecting the international recognition of these two brands. This campaign symbolizes our commitment to breaking boundaries, elevating the quality and global projection of Portuguese wines by combining tradition and innovation in a unique and memorable celebration."*

Silk & Spice, a wine brand known for honoring the sense of adventure, wisdom, and bravery of Portuguese sailors, celebrates the Age of Discovery, drawing inspiration from the maritime routes that led them to explore new worlds. Introduced in 2016, Silk & Spice has been a success story ever since, attracting consumers eager to discover new wines and experiences.

Additionally, Sandeman, recognized as the world's most awarded Port Wine brand and a leader in the U.S. market, represents centuries of tradition and excellence. The iconic figure of "The Don," with his black cape, symbolizes the sophistication and innovation that have made the brand a global reference, appealing to both younger generations and long-time enthusiasts.

With this high-impact initiative, Silk & Spice and Sandeman reinforce their roles as global ambassadors of Portuguese wine. By celebrating the combination of cultural heritage with

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**SILK & SPICE**  
A RED BLEND FOR THE EXPLORERS



contemporary vision, they bring the authenticity of Portugal to the heart of New York, forging an unforgettable connection with a global audience.

### **About Silk & Spice**

Rolled out in 2016, Silk & Spice pays tribute to the sense of adventure, wisdom, and bravery of Portuguese sailors who, during the Age of Discovery, opened the silk and spice trade routes from the Far East to the rest of the world. Produced from native Portuguese grape varieties, the Silk & Spice range offers a harmonious combination of flavors and aromas rich in spices, which have won over consumers in several markets. In 2022, Silk & Spice outpaced category trends by selling more than 100,000 cases in the US. Building on the success of the Red Blend and the desire to offer consumers new flavors and experiences, the brand expanded its range in early 2023 with a White Blend and two additional Red Blends: Silk Route and Spice Road.

<https://silkandspice.com/>

### **About Sandeman**

Over more than two centuries, Sandeman has based its success rare capacity for innovation combined with deep knowledge passed down from generation to generation. Its founder was George Sandeman, an ambitious Scotsman, from Perth, who started the business in 1790, in London. More than 230 years after the creative impulse of its founder, Sandeman stands as a brand that continues to renew itself and increase its commitment to combining tradition with the superior quality and class of its wines. These commitments make Sandeman the utmost universal Port Wine brand, while also offering excellent Sherry and Madeira wines, as well as Brandies.

<https://www.sandeman.com/>

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