



SANDEMAN ANNOUNCES PARTNERSHIP WITH THE EUROPEAN BARTENDER SCHOOL

February, 2025 – Sandeman, globally recognized as one of the most renowned and iconic Port Wine brands, is strengthening its presence in the mixology world by establishing a partnership with the European Bartender School (EBS), the largest global network of bartender training. This collaboration places Sandeman as the official Port Wine brand to be presented in the EBS's three main courses: the International Bartender Course, the Advanced Bartender Course, and the 2-Day Mixology Course. Through this partnership, Sandeman ensures its range of wines will be introduced to a new generation of bartenders, fostering their exploration in the creation of innovative cocktails.

In line with its commitment to innovation while honouring tradition, this strategic partnership highlights Sandeman's dedication to promoting the versatile and unconventional consumption of Port Wine. The unique characteristics of its main references—Sandeman Apitiv Reserve White, Sandeman Founder's Reserve Ruby, and Sandeman Tawny 10 Years Old—will serve as inspiration for students, teaching them how to explore their potential in different mixology contexts. This initiative not only enhances brand visibility, but also contributes to shaping new trends in the sector, positioning Sandeman as a versatile and premium choice on a global scale.

Filipe Gonçalves, Chief Marketing Officer at Sogrape, highlights: *“This partnership with the European Bartender School is more than just an opportunity to promote Sandeman in the world of mixology. It represents a strategic step in our ambition to expand the consumption of Port Wine to new consumers and occasions. By incorporating our products into bartender training programs worldwide, we are creating brand ambassadors and strengthening its presence as a premium, versatile, and relevant choice in the global market.”*

Gavin Wrigley, Head of Education at the European Bartender School, says: *“Education of bartenders is the key to progress in our industry and the first step towards shaping new norms. EBS is proud to partner with Sandeman who clearly value innovation and education as much as we do. By equipping the next generation of bartenders with knowledge and an appreciation for*

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exceptional products like Sandeman, we not only invest in the future of individuals and the bartending industry but also celebrate a centuries old heritage and shape culture.”

The partnership follows the opening of the EBS school in Lisbon, further solidifying Sandeman's presence in the Portuguese market.

Sandeman's perfect tasting experience is intrinsically linked to the correct serving temperature, as each category of Port Wine reveals its best characteristics under specific conditions. Sandeman White should be served between 10°C–12°C, Ruby is best enjoyed when served between 14°C–16°C, and Tawny, with its complexity, reveals its full potential between 12°C–16°C. These wines may be enjoyed in either wine glasses or cocktail glasses, depending on the preparation, while always preserving their unique traits.

The Sogrape Wine Academy has also contributed to the European Bartender School's official manual by developing the Port Wine chapter, further reinforcing Sandeman's commitment—as part of Sogrape—to global Port Wine education and appreciation.

About Sandeman

Over more than two centuries, Sandeman has based its success on an excellent capability for innovation, combined with extensive 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, by also offering superior Sherry and Madeira wines, as well as Brandies.

About the European Bartender School

Established in 1999, the European Bartender School (EBS) has expanded globally, currently with over 20 bartending schools across five continents. Over the past 20 years, more than 80,000 students have completed their courses, many achieving notable milestones in their careers. With training centres in 20 countries across Europe, Asia, North America, Australia, and Africa, EBS is the largest bartending school in the world, both in terms of students and institutions. Their International Bartender Course is recognized as the most comprehensive in the industry, offering excellence practical and theoretical training, ensuring EBS certifications are respected worldwide.

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