



## Porto Ferreira Celebrates 'Portugality' with the New Special Edition "Azulejos de Portugal"



**Press Release, 24 June, 2025 – Some symbols tell a country's story without uttering a single word, and Portuguese tiles are one such case. This summer, Porto Ferreira pays tribute to that legacy with the introduction of the special edition "Azulejos de Portugal" (Portuguese Tiles), a celebration of national culture and Portuguese pride.**

Ferreira, the most Portuguese of Port Wine houses, continues to celebrate 'Portugality' and its proudly Portuguese identity with another special edition. Available in the Ferreira Classic range – White, Ruby, and Tawny – "Azulejos de Portugal" is inspired by the iconic tiles that have turned city façades, particularly in Porto, into authentic open-air galleries. It invites a sensory and emotional journey through the heritage of tilework, highlighting its beauty and historical relevance.

Originally found in aristocratic palaces, tiles gained popular expression in the 19th century, covering public and private buildings with unique patterns and vibrant colors. Today, they continue to captivate locals and visitors alike, but face real threats: illegal removal, theft, and urban rehabilitation works that erase centuries of art. Despite their relevance, it wasn't until 2017 that the need to protect this priceless heritage was officially recognized.

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*“The special edition ‘Azulejos de Portugal’ blends tradition and modernity in a design that evokes the famous tiles, fulfilling the goal of these editions to honor national symbols and traditions,” says **Filipe Gonçalves, Chief Marketing Officer at Sogrape**. He also emphasizes “Porto Ferreira’s mission as a brand ambassador of ‘Portugality’, both at home and abroad, meeting the demand for products with national character—perfect for social gatherings, gift-giving, or as a memento for those travelling abroad, as a way to remember Portugal,” he adds.*

Available from mid-June at the usual points of sale, with a SRP (indicative and non-binding) of €6.99.

#### About Porto Ferreira:

Founded in 1751 by the Ferreira family, from Régua, Porto Ferreira has remained in Portuguese family hands ever since.

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, connecting the cities of Porto and Vila Nova de Gaia, will bear her name, cementing her importance in the wine 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.

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