



New Look, Same Great Vibe: Trinca Bolotas Unveils Refreshed Visual Identity

25 June, 2025 – Trinca Bolotas is introducing a fresh look for its Red, White, and Rosé wines, in a makeover that blends authenticity with a more modern look. Rooted in the Alentejo but with an urban attitude, the brand strengthens its unique identity through a sleeker, more appealing, and youthful design.

The iconic Alentejo Pig, the vibrant orange tone, and the unmistakable lettering remain front and center on the labels. It is in the details that we find the new features: the logo takes on a more prominent role, the design appears cleaner and more balanced, and the brand's visual identity takes a more contemporary turn—without losing the playful and genuine character that defines it.

"Trinca Bolotas is a wine full of personality, deeply rooted in the Alentejo, yet with an urban flair. After ten strong years in the market, this update is a natural evolution of the brand—staying true to its essence while adopting a more current look that's ready to continue captivating new consumers," says Filipe Gonçalves, Chief Marketing Officer at Sogrape.

More than just a wine, Trinca Bolotas is a true conversation starter. *"It's a brand born to fuel stories—with humor, authenticity, and simplicity,"* Filipe adds. Trinca Bolotas is a frequent guest at tables filled with friends and laughter, where time slips by unnoticed and every story calls for another glass—and every glass, inevitably, for another story.

Another update: all three Trinca Bolotas wines are now vegan certified. The Red has been vegan since the 2020 vintage, and starting with the 2024 harvest, the White and Rosé will also carry the V-Label stamp from the European Vegetarian Union. This means only plant-based proteins are used during the clarification process—an approach that aligns with the values of those seeking more sustainable and inclusive choices.

Trinca Bolotas Red, White, and Rosé wines with the new look are now available on the market, with a SRP (indicative and non-binding) of €6.99.

For further information please contact:

Janine Alves – janine.alves@sogrape.pt
www.sogrape.com



Be Responsible. Drink in Moderation.

PART OF
SOGRAPE 