



## SOGRAPE WINS KAIZEN™ AWARD PORTUGAL FOR ITS ORGANISATIONAL TRANSFORMATION

*Transformation programme of Portugal's leading family-owned wine company recognised for its impact on a culture of excellence and the Group's strategic execution*

7 May 2026 – Sogrape has been awarded 1st Prize in the “Culture of Excellence” category at the 15th edition of the KAIZEN™ Award Portugal. The distinction recognises the impact of STEP – Sogrape Transformation & Excellence Program on transforming the way the Group works, makes decisions and executes its global strategy.

Launched in 2023, STEP was designed to accelerate the execution of Sogrape’s strategy, ensuring that business evolution takes place alongside the strengthening of a culture of transformation, collaboration and results focus. In a context marked by increasing competitiveness, sustainability challenges and the acceleration of digital transformation, the programme has acted as a true catalyst for internal change.

STEP directly involves more than 100 employees from 25 departments and across the different geographies where Sogrape operates, fostering multidisciplinary teams and new ways of working. Structured around more than 50 projects, it is based on a rigorous execution model with clear objectives, strong delivery focus and a regular performance review cadence.

Over the past two years, the programme has helped strengthen the organisation’s execution capability by simplifying decision-making processes and promoting greater alignment between teams and departments. This evolution is reflected in areas such as portfolio review, with a clear focus on premiumisation; rationalisation and operational efficiency; digitalisation, including the strengthening of e-commerce channels; and the adoption of new working methods, bringing strategy closer to tangible results.

*“This recognition validates the path we have been building. STEP represents a concrete change in the way we work on a day-to-day basis and an excellent way to empower our people, fostering greater collaboration between teams and strengthening a culture of excellence and results focus. It is this more agile, more aligned and execution-driven way of working that has enabled us to respond to the current and future challenges of the business. More than a programme, STEP is today a new way of thinking and executing at Sogrape,”* says André Campos, Chief People & Transformation Officer at Sogrape.

The KAIZEN™ Award Portugal ceremony took place on 6 May in Porto, bringing together organisations from different sectors recognised for their practices in continuous improvement and operational and organisational excellence.

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Be responsible. Drink in moderation.



## About Sogrape

Founded in 1942 by Fernando Van Zeller Guedes, Sogrape was born to demonstrate the quality of Portuguese wines to the world. From a single winery in the Douro Valley focused on the production of Mateus Rose, this family company has become global, with presence in more than 120 markets, owning more than 1,600 hectares of vineyards in Portugal, Spain, Chile, Argentina and New Zealand.

Moved by the purpose of *bringing Friendship and Happiness to everyone it touches through its wonderful wines*, the family spirit and the peak performing team culture lived at Sogrape are key in the successful path that it has been building for over 80 years.

Under the leadership of Fernando da Cunha Guedes, current President and 3<sup>rd</sup> generation of the founding family, the leading company in Portugal aims to spread *Sograpiness* through the world and be affirmed as a catalyst for positive societal change, respecting the limits of the planet in the construction of a more sustainable and inclusive future.

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