

Série Ímpar Pinheiro da Cruz: rare wine, born where least expected

Produced from a vineyard located within the Pinheiro da Cruz Prison, this is one of the most unlikely – and certainly one of the most remarkable – projects in today’s wine world.

Press Release, June 9, 2026 – Sogrape presents Série Ímpar Pinheiro da Cruz, a high-quality rosé with a clear Portuguese character, born inside the Pinheiro da Cruz Prison, in Carvalhal – an unexpected setting that gives rise to one of the most distinctive editions in the Série Ímpar collection.

The result of a challenge set by the Guedes family, through its President, Fernando da Cunha Guedes, to the winemaking team, Série Ímpar is a project that invites the exploration of new territories – both geographical and conceptual – transforming unlikely realities into wines of excellence.

“For several years, I dreamed of making a wine in Pinheiro da Cruz. The singularity of the place, its natural beauty, and its social context make it truly unique. Today, with the right conditions in place, we have a wine that reflects that ambition – combining social responsibility, appreciation of the territory, and a high-quality final result,” comments Fernando da Cunha Guedes, President of Sogrape.

This strategic vision is complemented by the concrete expression of terroir and winemaking: *“the vineyard, covering 19 hectares, is planted in sandy soils just 2 km from the sea, under strong Atlantic influence, which allowed us to craft a profile of great freshness and balance, at the same time highly gastronomic,”* explains winemaker Luís Cabral de Almeida.

Série Ímpar Pinheiro da Cruz 2025 is a deep and structured rosé, perhaps even unconventional, made from a blend of Castelão (50%), Aragonez (35%), and Syrah (15%). Its intense color and fuller mouthfeel result from extended skin contact, enhanced by manual pressing in a vertical press. Part of the blend (15%) completed fermentation in used French oak barrels, adding complexity and texture.

Beyond its wine expression, this wine embodies a collective project. From vineyard to bottle, the entire process was developed in close collaboration between Sogrape’s teams and the Pinheiro da Cruz Prison.

Série Ímpar Pinheiro da Cruz thus seeks to reveal a side of prison life that often goes unseen: its potential for rehabilitation and for building a future.

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Be responsible. Drink in moderation.

SÉRIE ÍMPAR

To mark the launch, Sogrape has partnered with JNcQUOI for the exclusive sale of Série Ímpar Pinheiro da Cruz, in recognition of its strong connection to the territory and its ongoing investment in the development and support of the region.

Quantity produced: 1,992 bottles

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