



## SOGRAPE WINS OVER YOUNG ADULTS AT THE FIRST VINHO SUB30 COMPETITION IN PORTUGAL

**30 June 2026 – At a time when the wine sector is closely following the evolving relationship between younger generations and wine, Sogrape stood out in the first edition of VinhoSub30 in Portugal by receiving 15 awards. Wines from the brands Casa Ferreirinha, Quinta dos Carvalhais, Herdade do Peso, Porto Ferreira, Sandeman, Silk & Spice, and Mateus were recognised by a tasting panel composed exclusively of judges under the age of 30.**

Held in Porto, VinhoSub30 – whose results were announced this month – made its debut in Portugal after more than two decades of history and editions in markets such as Argentina, Brazil, Spain and Uruguay. The competition is distinguished by placing consumers under 30 at the centre of the evaluation process through blind tastings conducted according to international standards.

In its inaugural Portuguese edition, Sogrape earned three Grand Gold Medals, awarded to Casa Ferreirinha Quinta da Leda 2022, Porto Ferreira Dona Antónia Reserva Tawny, and Sandeman Porto Tawny 10 Years Old, all scoring 95 points or higher. The company also received 12 Gold Medals, awarded to wines scoring above 90 points.

The awards spanned wines from different regions and styles. Among still wines, distinctions went to Casa Ferreirinha Quinta da Leda 2022 and Casa Ferreirinha Vinha Grande Red 2023 from the Douro, Herdade do Peso Revelado Red 2021 from Alentejo, Quinta dos Carvalhais Encruzado 2024, and the Mélange à Trois range (red, rosé and white) from Dão.

Among Port Wines, the recognised labels were Porto Ferreira Late Bottled Vintage 2021, Sandeman Porto Founder's Reserve, Porto Ferreira Dona Antónia Reserva Tawny, and Sandeman Porto Tawny 10 Years Old. Other awarded wines included Silk & Spice Red Blend, Silk & Spice White Blend, and Mateus Rosé Dry Selection.

*“Seeing our brands recognised by young consumers is particularly significant because it demonstrates the ability of Sogrape’s portfolio to meet different consumption profiles, occasions and markets. This recognition reinforces our belief that innovation, combined with authenticity, is essential to continue bringing wine closer to new generations,”* says Filipe Gonçalves, Chief Marketing Officer at Sogrape.

Created in 2004 and now present in several countries, VinhoSub30 is an international competition judged exclusively by local tasters under the age of 30. All wines are assessed through blind tastings conducted under a common protocol that ensures rigour and comparability of results.

The results of the first Portuguese edition place several Sogrape brands among the wines most highly rated by the panel of under-30 tasters.



## 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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Be responsible. Drink in moderation.