

PAPA FIGOS

DOURO

PAPA FIGOS TAKES FLIGHT: DOURO ICON RENEWS ITS IMAGE AND AFFIRMS THE IDENTITY OF A LEADING BRAND

24 July 2026 – Papa Figos, one of the most relevant Douro wine brands in Portugal, national leader in the IWSR Brand Power Index* and recognised as a Superbrands 2026 winner, presents a new visual identity that reinforces its positioning and affirms a more contemporary and distinctive personality of its own. This evolution marks a new stage in the trajectory of a brand that has secured a prominent place among consumers and within the Sogrape portfolio.

Launched in 2012, Papa Figos is inspired by the *Oriolus oriolus*, the migratory bird that returns to the Douro with the spring and symbolises the vitality and balance of the region's ecosystem. Since its launch, the brand has followed a path of consistent growth, surpassing the milestone of 2 million bottles sold just a few years after reaching the market.

Under the tagline "Something good can be predicted", an expression that reflects the brand's optimistic spirit and the expectation of good times to come, just as the arrival of the golden oriole heralds spring, its quality is expressed through three references: Red, White and Rosé.

The image renewal emerges as an affirmation of the brand's maturity and identity. The new packaging stands out through the adoption of heavier self-adhesive paper and the incorporation of sophisticated technical elements, such as textures, embossing, braille varnishes and more expressive golden details, giving greater elegance and prominence to the iconic bird that gives the brand its name.

The project was developed in partnership with the Portuguese Rita Rivotti Design Studio and also extends to kraft cardboard transport boxes, reinforcing a more coherent visual language aligned with the values of closeness to nature that characterise Papa Figos.

According to Filipe Gonçalves, Chief Marketing Officer at Sogrape, *"this new stage of Papa Figos celebrates the maturity of a brand that has secured a prominent place in the Douro and among consumers. With a more distinctive and contemporary identity, we reinforce the unique character of Papa Figos, while preserving the authenticity, quality and connection to the region that consumers recognise and value. It is a strategic step that reaffirms our confidence in the strength of the brand to continue bringing the unique personality of the Douro to new audiences and markets."*

Despite the evolution in communication and image, the wine's sensory profile and technical rigour remain unchanged. Sogrape's winemaking team, led by Luís de Sottomayor, ensures

PAPA FIGOS

DOURO

the continuity of the quality and winemaking philosophy that have contributed to the brand's success over the years. The new image begins to reach the market during this month, with progressive implementation across different national and international distribution channels.

** The leading international indicator of brand strength among consumers, evaluating criteria such as awareness, consideration, purchase and recommendation.*

About Papa Figos

Born in the heart of the Douro and launched in 2012, Papa Figos is a tribute to the harmony between the vineyard and its ecosystem. The brand is inspired by the *Oriolus oriolus*, the small migratory bird that, upon arriving with spring, paints the green vineyards in different shades and symbolises the vitality of nature, lightness and the certainty that joy is about to arrive. It is this pulse of the natural world that gives life to its tagline: "Something good can be predicted".

This resilient and organic spirit makes Papa Figos the ambassador of a Douro where the land sets the rhythm and know-how guarantees confidence. Its quality is expressed in the purity of its elements: the Red, which draws from traditional grape varieties the freshness of the soil and fine tannins; the White, which reflects the brightness and pure air of high-altitude vineyards with firm acidity; and the Rosé, a delicate and light expression, perfect for celebrating life outdoors. Papa Figos is nature itself, simplifying choice and guaranteeing togetherness, hospitality and the genuine pleasure of sharing moments.

Papa Figos is a brand within the Sogrape universe that now follows its own communication strategy, more independent from the Casa Ferreirinha endorsement.