

SILK & SPICE STRENGTHENS ITS PRESENCE IN PORTUGAL AND ARRIVES IN PINGO DOCE STORES

30 July 2026 – Silk & Spice now becomes part of the wine portfolio available in around 40 Pingo Doce stores. Inspired by the spirit of discovery of the Portuguese navigators who, during the Age of Discovery, explored new trade routes linking Europe and the East, the brand takes another step towards greater proximity to Portuguese consumers. Its arrival in one of the country's leading supermarket chains makes a wine range that celebrates Portugal's maritime heritage and exploratory ambition more accessible.

Present in more than 50 countries, Silk & Spice has been building an international reputation through its contemporary approach to Portuguese wine, combining native grape varieties with an intense and distinctive aromatic profile. With this new milestone in the domestic market, the brand reinforces its growth strategy and expands its presence in the distribution channel.

Filipe Gonçalves, Chief Marketing Officer at Sogrape, highlights: *"The arrival of Silk & Spice at Pingo Doce represents an important step in strengthening the brand's position in Portugal. We want to be increasingly closer to consumers and offer them a wine that combines authenticity, quality and an inspiring story. This new presence allows us to continue introducing Silk & Spice to new audiences, while keeping alive the spirit of discovery that is at the essence of the brand."*

Consumers will be able to find two references that embody the identity of Silk & Spice: Silk & Spice Red Blend presents aromas of ripe black fruit, complemented by notes of vanilla and mocha, revealing a rich, balanced palate and a long, smooth finish; Silk & Spice White Blend stands out for its aromatic intensity, with notes of ripe peach, melon and white flowers, wrapped in delicate hints of vanilla and white chocolate, culminating in a fresh and elegant tasting experience.

Since its launch in 2016, Silk & Spice has won over consumers and critics around the world. Reflecting this consistency, the ten Silk & Spice Red Blend vintages released to date have all been awarded more than 90 points by Wine Enthusiast – an uncommon achievement within this price range.

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SILK & SPICE

A RED BLEND FOR THE EXPLORERS

With this new distribution, Silk & Spice reinforces its ambition to continue growing in Portugal, bringing to an increasing number of consumers a brand that pays tribute to the Portuguese navigators and their legacy of adventure, curiosity and discovery.

Silk & Spice wines are available in participating Pingo Doce stores with a recommended retail price* of €10.99.

** The recommended price is merely indicative and non-binding, and retailers remain free to set the prices they consider appropriate.*

About Silk & Spice

Launched in 2016, Silk & Spice pays tribute to the spirit of discovery of the Portuguese navigators who explored new trade routes during the Age of Discovery. Produced from Portugal's native grape varieties, the wine offers a harmonious combination of rich flavours and spices that have captured the attention of American consumers. In 2022, Silk & Spice outperformed category trends by selling more than 100,000 cases in the United States. Inspired by the success of the Red Blend, the brand expanded its range with a White Blend and two new Red Blends: Silk Route and Spice Road.

<https://silkandspice.com/>

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