

Planalto unveils new look and reaffirms its timeless excellence

10 September – Planalto, one of the Douro’s benchmark white wines and the leader in its category, unveils a new look that strengthens its identity and establishes a more contemporary presence among consumers. With a market share of approximately 20% among Douro white wines, the brand is embarking on a new chapter focused on enhancing its distinctive assets and strengthening its connection with both existing and new segments.

Produced at altitude in the Douro since 1962, Planalto Reserva is one of the region’s historic benchmark white wines. Renowned for its consistency and fresh, balanced profile, the wine combines decades of winemaking expertise with the careful selection of grapes sourced from the Douro’s highest areas, including traditional varieties such as Viosinho, Gouveio and Malvasia Fina. A Portuguese classic that has never lost its relevance over the years, it continues to accommodate for new generations and drinking occasions.

The refreshed look is a natural evolution for the brand and a reaffirmation of its relevance in the market. Developed in partnership with design consultant Rita Rivotti, the new visual identity expresses the “Timeless Excellence” signature through a more contemporary, premium design language. The new labels give greater prominence to the illustration of the Douro hillsides, improve visual clarity at the point of sale and help the brand stand out. In line with its sustainability commitments, its shipping cases will also now be made from kraft cardboard.

For Filipe Gonçalves, Chief Marketing Officer at Sogrape, “*Planalto has always occupied a distinctive place in the Douro, defined by its freshness, consistency and ability to remain relevant across generations. This new look does not represent a change in direction, rather the affirmation of a brand that fully embraces its identity and its ‘Timeless Excellence’ signature. We want to continue championing the profile of Portuguese white wines with a more contemporary expression, while preserving everything that has made Planalto a benchmark.*”

True to the technical heritage upheld by Sogrape’s winemaking team, under the direction of Luís de Sottomayor, the wine’s sensory profile and characteristics remain entirely unchanged, ensuring the same quality and consistency that consumers recognise and value.

The new look will reach the market with the 2025 vintage, which will begin rolling out across the various distribution channels this month, both in Portugal and international markets.

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About Planalto

Planalto is the undisputed gold standard and the #1 Douro white wine — a leader that asserts itself understated elegance and precision. From vineyards on the high slopes of the Douro, it celebrates pure light, the bracing freshness of high grounds, and the serene presence that comes from above.

Distinguished by its Reserva designation, Planalto's decades of experience offer a refined, fresh, and harmonious profile for those who insist on uncompromising quality. This is a wine that has elevated every occasion since 1962 with natural distinction, and delivers a consistently high standard of excellence at every table.