

PAPA FIGOS TAKES FLIGHT TO CHEFS ON FIRE

15 September 2026 – Following the unveiling of its new identity, Papa Figos returns to Chefs on Fire, taking place on 19 and 20 September at Parque Marechal Carmona in Cascais. An official partner of the festival since 2024 and a regular presence in recent editions, the brand is further strengthening its connection with one of Portugal's most relevant gastronomic events, reinforcing its position as the wine that accompanies great moments shared around the table. The occasion will also serve as the preview launch of its first out-of-home campaign. Built around the brand's signature, **"Something good is on the horizon"**, and inspired by the birdwatching universe that defines Papa Figos' renewed visual identity, the campaign extends the brand experience beyond the festival grounds, transporting visitors into the spirit of the event even before they arrive.

At a festival where fire, nature and gastronomy come together, Papa Figos will enjoy an even stronger presence, with three dedicated bars spread across the venue and an experience designed to showcase its wines alongside dishes created by some of today's most celebrated chefs. Visitors are invited to discover pairings between fire-cooked cuisine and the Papa Figos Red, White and Rosé expressions, celebrating a contemporary, approachable Douro made to be shared.

More than simply a wine presence, Papa Figos transforms its participation into an immersive experience inspired by birdwatching, a central element of the brand's new identity. Throughout the two-day festival, visitors will have the opportunity to take part in giveaways, receive exclusive gifts and discover a series of activations that bring the "Something good is on the horizon" concept to life, connecting audiences with the brand's world in an engaging and relaxed way.

The festival will also mark the debut of a capsule clothing collection developed in partnership with DREWM. Inspired by Papa Figos' refreshed visual identity, the pieces will be worn by the brand team throughout the event and featured across the various brand activations and giveaways, while also forming part of the exclusive gifts prepared for visitors.

The 2026 edition of Chefs on Fire will bring together more than 30 chefs, 20 Repsol Suns and 12 Michelin stars, reaffirming its position as one of Portugal's leading outdoor gastronomy festivals. In 2025, the event welcomed more than 10,000 visitors, with 16% arriving from international markets and representing 47 nationalities. The United Kingdom and the United States topped the list of visitor origins across the two festival days.

With this participation, Papa Figos continues to strengthen its presence at Portugal's leading gastronomy and lifestyle events. Chefs on Fire is a stage where the brand comes to life by bringing together everything at the heart of its universe: great food, wine, nature and people gathered around the table.

PAPA FIGOS

DOURO

In an outdoor setting defined by sharing and conviviality, visitors are invited to discover the brand in its most natural environment, through pairings, activations and moments of discovery where something good awaits in every glass.

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 draws inspiration from *Oriolus oriolus*, the small migratory bird that arrives with the spring, bringing new shades to the green vineyards and symbolising nature's vitality, lightness and the certainty that joyful moments are just around the corner. It is this pulse of the natural world that gives life to its signature: "Something good is on the horizon."

This resilient and organic spirit makes Papa Figos an ambassador for a Douro where the land sets the rhythm and expertise inspires confidence. Its quality is expressed through the purity of its wines: 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 through its firm acidity; and the Rosé, a delicate and light expression, perfect for celebrating life outdoors. Papa Figos is nature itself, simplifying choice and bringing people together through warmth, connection and the genuine pleasure of sharing moments.

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