

Esporão launches the first Monte Velho Rosé



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High Resolution Image and Technical Data Sheet: <http://bit.ly/MonteVelhoRose>

Monte Velho Rosé Video: <http://bit.ly/videoMonteVelhoRose>

The first Monte Velho Rosé has arrived on the market. Made slowly in Alentejo, the [Monte Velho Rosé 2020](#) adopts the same philosophy as the White and Red versions, having the typical Alentejo characteristics such as being rich and versatile at the table. With a beautiful salmon colour and aromas reminiscent of ripe red fruits with hints of mint, this rosé also stands out for its freshness and elegance, making it an excellent pairing for both light starters and more complex dishes.

For Sandra Alves, winemaker at Herdade do Esporão, 'When we think of Monte Velho, we think of a wine that is unmistakably from Alentejo, table-friendly, made with precision and exigency. The new Monte Velho Rosé maintains these characteristics but reinforces the lightness and freshness that we look for in a rosé, making it laid-back and straightforward. To do this, we searched for grapes at an earlier stage of ripeness. We selected a blend of Touriga Nacional, Aragonez, Trincadeira, Tinta Caiada, among others, in order to emphasise the freshness and elegance that characterise the Alentejo.'

"With over 30 years of existence and 10 years as leader in Portugal, Monte Velho has driven transformation and innovation at Esporão, and also in Alentejo and Portugal, being an important growth driver for the company. We believe

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that this Rosé we are now launching represents well the dynamics of this brand, and we will not stop there – there will be more news to come soon," says João Roquette, CEO at Esporão.

/ MONTE VELHO ROSÉ VIDEO: <http://bit.ly/videoMonteVelhoRose>

/ VISIT HERDADE DO ESPORÃO AND DISCOVER THE MONTE VELHO WINERY: <http://bit.ly/3cF4Fmh>

/ ESPORÃO INVESTS 3.5 MILLION IN THE NEW MONTE VELHO WINERY - <http://bit.ly/2P1uXqK>

/ MONTE VELHO: SNAPSHOT OF A REGION THROUGH ITS WINE: <http://bit.ly/3bX36kK>

About Monte Velho: The first Monte Velho harvest dates back to 1991 and was first brought onto the market in 1992. At the time it had a shelf price of 200 escudos. Inspired by the first-born Esporão Reserva, Monte Velho revolutionised everyday wine consumption, bringing quality wine to the table at an affordable price. After 30 years, this brand's path has been marked by a major evolution. In 2020, 7,400,000 bottles of Monte Velho were sold in more than 50 countries and, since 2013, this Alentejo regional wine has been produced entirely through integrated production. The history of Monte Velho is intimately linked to its territory, and it is therefore a markedly Alentejo wine due to its diversity of grape varieties and its profile. The wines are the responsibility of the team led by Sandra Alves, resulting from the combination of nature and winemaking tradition, combined with the know-how and innovation that distinguish Esporão.

About Esporão:

Founded in 1973 by José Roquette and Joaquim Bandeira, Esporão is one of the leading wine companies in Portugal and one of the largest organic wine producers in the world. Playing a predominant role in the national and international projection of Alentejo, Douro and Vinho Verde, Esporão has also become an ambassador of Portuguese culture, developing its activities in a sustainable manner and building close relationships with clients and consumers all over the world. In the Alentejo region, Esporão produces iconic wines like Esporão Reserva and Monte Velho, as well as extra virgin olive oils. Open since 1997, Herdade do Esporão's Wine Tourism operation was a pioneer in Portugal and was considered the 'Best of 2016' by the magazine Revista Wine – A Essência do Vinho. In 2017, Herdade do Esporão celebrated the 750th anniversary of the Estate's delineation. In 2008, Esporão expanded its operation and offer to the Douro region, acquiring Quinta dos Murças, where it produces *terroir* wines with the Esporão quality seal. 2018 marked the opening of wine tourism at Quinta dos Murças and acquisition of Sovina craft beers. In 2019, Esporão purchased the Quinta do Ameal estate in the vinho verde wine region, which produces outstanding white wines from the Loureiro grape variety. Esporão products are sold in all types of shops and restaurants in more than 50 countries worldwide. The company's holistic approach to implementing a wide range of innovative sustainable practises has led to national and international recognition, including the prestigious "Sustainability of the year award" at the "The Drinks Business Green Awards 2013" and, in 2014, the "European Business Awards for the Environment" in the category "Products & Services". In 2018, José Roquette was recognised with 'The Green Lifetime Achievement' Award at 'The Drinks Business Green Awards', and João Roquette was considered '2018 Personality of the Year' by the publication Revista de Vinhos, at the "Best of 2018" awards. In 2019, Esporão launched a new cycle in the identity and communication of the company and its brands, with the campaign Slow Forward.

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