

LISBON, 18TH MAY, 2016

MONTE VELHO STRENGTHENS ITS TIES TO THE ALENTEJO A NEW CAMPAIGN PROMOTING THE ICONIC WINE STARTS THIS WEEK

This iconic wine highlights its regional essence with a new advertising campaign entitled – The Alentejo. Using this approach, Monte Velho seeks to consolidate its positioning, history and genuinely Alentejo identity, celebrating the culture of the region from whence it comes.

The brand's association with the Alentejo is closely linked to this wine, which was created in 1990. It came about using the same philosophy and origin as Esporão Reserva, and was designed to reach more people, making daily wine consumption a new experience, year after year. Produced according to the region's winegrowing tradition, the variety of grapes and vinification techniques demonstrate the character of the region from whence it comes: rich aromas, a smooth palate and an excellent gastronomic bent.

The new Monte Velho campaign aims to emphasise its natural and close ties to the Alentejo, the region's culture and its identity using a contemporary and timeless approach.

Mirrored in a graphic encapsulation of the Alentejo (which will be the focus of all content), the rugs of Reguengos, the Alentejo plain and the region's traditional houses will be featured in this new campaign (created by White Studio), which is based on simplicity, a strong, distinctive and memorable graphic design.

The labels for the 2015 vintages (the years that marks the wine's 25th birthday) were inspired by the patterns of the Reguengos de Monsaraz rugs, highlighting this traditional art, which is an integral part of the region's cultural identity.

The campaign will involve billboards, digital platforms and social networks.

Monte Velho White 2015 is produced with the traditional Alentejo grape varieties Antão Vaz, Roupeiro and Perrum. A crystalline wine with a citrus hue, it boasts lemon and fresh, delicate white fruit notes. Taut, intense and balanced with a long finish that underlines its aromas, it is fresh and versatile and ideal for light meals, such as grilled fish, salad and appetisers.

Monte Velho Red 2015 is produced predominantly with Aragonez, Trincadeira, Touriga Nacional and Syrah grapes. Aromas include wild berries with subtle spicy notes. This fresh, juicy wine with good depth and texture is an obvious partner to traditional dishes of the region it calls home, as well as cured sausages, fish stew and barbecues.

These wines are made by the team led by Portuguese-Australian David Baverstock and winemakers Luis Patrão and Sandra Alves, the product of nature and winegrowing tradition combined with the know-how and innovation that distinguish Esporão.

Monte Velho White 2015

75 Cl – RRP €4.99

<https://www.esporao.com/pt-pt/vinhos/monte-velho-branco-2015>

Monte Velho Red 2015

75 Cl – RRP €4.99

<https://www.esporao.com/pt-pt/vinhos/monte-velho-tinto-2015>

Watch the film about the wine here: <https://youtu.be/CfX7dl8lLhM>