

18th and 19th June | Herdade do Esporão

ESPORÃO CELEBRATES THE 'BIG DAY' AGAIN



The Big Day is back. On the 18th and 19th June, Esporão re-opens the doors of the Herdade for a weekend designed for all those wishing to experience the aromas and flavours of Esporão, as well as the gastronomy, music, culture and landscapes of the Alentejo. At Herdade do Esporão, in Reguengos de Monsaraz, there will be over 40 activities available for two days, one night and a morning that promise to be memorable.

Esporão presents the Big Day, a programme full of different ways of experiencing the Alentejo, when you can stop and really get a feel for the life at Herdade do Esporão. During these days, ancient know-how fuses with the new, the traditional with the contemporary, sustainability with innovation, while time passes at nature's own pace for a change.

"The Big Day is a truly unique time in the life of Esporão. We open the Herdade to everyone and seek to share what we do and how we do it (our wines, olive oils and gastronomy) in an intense and singular way, alongside the experience that we have of this rich and varied land, its historical and natural heritage. We want give a voice and more space to Portuguese culture, local traditions and new perspectives on them, talking about issues we believe to be important in modern society (this year we highlight architecture, diet and the Tua Dam – which we argue strongly against) or simply offering somewhere to enjoy with family and friends", says Catarina Santos, who is in charge of Esporão's marketing and communication.

This year, the programme for the second day and the morning meal has been extended to lunchtime, with activities for a special Sunday of music, workshops, bike rides, a special cellar wine tasting or a visit to the Perdigões Archaeological Complex, where excavations are taking place.

On the first day, there are wine and olive oil tastings at the wine tourism unit, as well as visits to the wineries and cellars. At the Esporão & A Comida Portuguesa a Gostar Dela Própria (Portuguese Food Likes Itself) Market, visitors can buy gastronomic products and handicrafts that are sourced locally and nationally. Meals will be served in *al fresco* and, like last year, Esporão has an area of comfortable tents and tepees, for those who wish to sleep in harmony with nature and wake to the peace of the Alentejo's early hours.

Find out more:

Video: https://youtu.be/f7oZn_D_JNY

Playlist: <https://www.youtube.com/playlist?list=PLWhusQ7vMqKJrAfSFgX8zTA7Epeus8RDx>

Event site with programme at: <http://diagrande.pt/>

Find out more about “The last days of the TUA” campaign at: www.ultimoanodotua.pt

About Esporão: Founded in 1973 by José Roquette and Joaquim Bandeira, Esporão's is one of the most important wine companies in Portugal. It is a key factor in making the Alentejo an important name in both national and international markets, Esporão is also an ambassador of Portuguese culture, operating in a sustainable way, while building close ties with customers and consumers the world over. Esporão is based in the Alentejo region, where it produces iconic wines, such as Esporão Reserva and Monte Velho, as well as extra-virgin olive oils. Herdade do Esporão also boasts an excellent wine tourism project on the same site as the wineries. The company's project now also extends to Quinta dos Murças, an estate in the Douro region that produces wines with terroir and the company's same guarantee of quality. Esporão sells its products in a range of shops and restaurants in over 50 countries in the world. The company's holistic approach in adapting a wide range of innovative sustainable practices led to the attribution of the coveted and prestigious “Sustainability of the Year Award” at the “The Drinks Business Green Awards 2013”. In 2014, Esporão won an award at the “European Business Awards for the Environment” in the “Products and Services” category.

Find out more about Esporão at:

<http://www.esporao.com/>

<https://www.facebook.com/espوراoworld>

<http://www.youtube.com/espوراoworld>

<http://instagram.com/espوراoworld>

www.ultimoanodotua.pt