

Esporão buys Sovina brand and invests in the craft beer category.



Esporão purchased ‘Os três Cervejeiros Lda.’, a company which, since 2009, has been producing the craft beer **Sovina**, a brand that has pioneered the craft beer sector in Portugal.

According to the CEO of Esporão, João Roquette, this acquisition was ‘driven by the opportunity to create a quality beer market in Portugal, just as occurred with wines and olive oils. The **Sovina** brand is a leader in the craft beer market, with a positioning in line with ours and attributes we admire: high quality of the product, a comprehensive portfolio and an excellent image.’

Sovina beer, the first craft beer made & bottled in Portugal, is a 100% natural product, without chemicals, additives or preservatives, applying traditional production techniques.

Focusing on the national market, **Sovina** is now part of the Esporão project and portfolio.

About Esporão: Founded in 1973 by José Roquette and Joaquim Bandeira, Esporão is one of the leading wine companies in Portugal. Playing a predominant role in the national and international projection of Alentejo, 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. Esporão operates 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’s wine tourism is also part of the winery. To help ensure continuity of the Esporão project, the group includes Quinta dos Murças, an estate in the Douro region that produces *terroir* wines with the Esporão quality guarantee. Esporão products are sold in all types of shops and restaurants in more than 50 countries worldwide. Esporão’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”. In 2014, Esporão won the “European Business Awards for the Environment” in the category “Products & Services”.

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