

‘Living the Territory’ is the new Wine Tourism proposal at Herdade do Esporão



The Wine Tourism operation at Herdade do Esporão, in Reguengos de Monsaraz, is renewing its offer. Among the novelties are the tour circuits, thematic wine and olive oil tastings, the cuisine, and experiences in the wider territory of the estate.

Our Wine Tourism now includes new spaces for learning and tasting, as well as a restaurant with new suggestions and facilities, in order to reinforce the experience of the territory and the universe of wines and olive oils produced on the Estate.

SKREI, the Porto architecture firm, which had already designed the [Lagares](#) Winery project, joined Esporão once again in this renovation. Most evident are the changes made to the restaurant, tasting rooms and cellar. The firm sought to unify the different atmospheres that characterise the diversity of experiences offered by the Wine Tourism operation, using materials recovered from the Estate's industry and activity, namely oak from the barrels, the soils and sheep's wool.

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Among the main news are the visits to the new **Olive Oil Mill**, tasting historic wines in the company's new cellar, and thematic olive oil and wine tasting in the garden's new area.

Visits to the vineyards, the Lagares Winery, the ampelographic field and the Historic Centre, among others, are enhanced with some new features, such as blind tasting with sensorial exercises, where visitors can challenge their senses to discover different wine profiles and, as of May, new tours to enjoy the outdoor space.

The restaurant offers a seasonal menu that highlights the origin of the products and reinterprets gastronomic traditions, following the principles of "zero waste". The menu also includes, on a monthly basis, one of the dishes inspired by the recipes in *Esporão & A Comida Portuguesa a Gostar Dela Própria (Esporão and Portuguese Cuisine Enjoying Itself)*. The team of chefs - Carlos Teixeira, Bruno Caseiro and Filipa Gonçalves – created a simple and relaxed offer that encourages interaction and sharing.

According to António Roquette, head of Herdade do Esporão's Wine Tourism, "this development of our offer aimed to improve the experience of visiting the Estate, making it more accessible, intuitive and integrated, enabling us to show the unique characteristics of our land and our production models."

Discover the new offer here: <https://www.esporao.com/pt-pt/enoturismo/herdade-do-esporao/>

Book your visit at reservas@esporao.com / 266 509 280 (between 10am and 6:30pm)

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 has operated in the Alentejo region since 1973, where it produces iconic wines such as 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*. To ensure continuity of the Esporão project, the group includes Quinta dos Murças, an estate in the Douro region that has been producing *terroir* wines with the Esporão quality guarantee since 2008. 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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Herdade do Esporão's complete story at: <https://www.esporao.com/pt-pt/sobre/herdade-do-esporao/uma-breve-historia.html/>

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