

Quinta do Ameal launches the 2019 vintages with a new image



Quinta do Ameal, a property located in the Lima River Valley and a pioneer in affirming the Loureiro grape variety and its capacity to produce world-class white wines, has just launched the new vintages of Ameal Loureiro 2019 and Ameal Solo Único 2019.

With these launches, the first since the acquisition of Quinta do Ameal by Esporão at the end of last year, Ameal wines present a new image, preserving the brand's spirit - iconic, genuine, and irreverent.

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The new bottles reflect a return to the origins of Quinta do Ameal wines and the new labels are consistent and aligned with each wine's value proposition, guaranteeing a clear hierarchy within the portfolio

According to winemaker José Luís Moreira da Silva, these two wines aim to reflect the characteristics and origin of the Loureiro grape variety. They are highly distinct, featuring great ageing potential and revealing this varietal's versatility: "We believe the Loureiro variety has a great experimentation and development potential. We want to carry on the project initiated by Pedro Araújo, making it stronger and bringing it closer to the public. These two wines reflect that intent and reveal the versatility and capacity of the Loureiro variety".

The winter and fall of 2019 were extremely rainy, as was the beginning of spring, followed by a dryer period which enabled good grape development. Despite the initial pressure, the year did not present significant phytosanitary problems, and the grapes reached the winery in good condition and with the proper ripeness.

Ameal Loureiro 2019, this wine's 20th vintage, demonstrates this variety's capacity to produce wines with great quality and ageing potential. Presenting a clear yellow colour, this wine is vibrant, intense, and balanced with a refreshing acidity.

The North American publication Wine&Spirits attributed 93 points / best buy to Ameal Loureiro 2019. According to Joshua Greene, Ameal Loureiro 2019 starts off smelling like fresh green pears, when they are ripe and ready to fall from the tree. Then the mineral tones develop rock, flowers, and salt in a tense standoff, soothed by the round, generous texture of the wine. Irresistible while it is young, and affordable enough that it's worth holding one or two bottles for next summer.

Ameal Solo Único 2019 Loureiro originates from a single plot and displays this grape variety's capacity to produce wines with character, complexity, and ageing potential. Fermented and partially aged in a concrete egg. This Loureiro is unique and full of character. Presenting a light-yellow colour, it is dominated by a vibrant acidity with a long and persistent finish.

About Quinta do Ameal: Located in the Lima Valley, the Vinho Verde wine region, Quinta do Ameal is an ancient estate dating back to 1710. Boasting a rare natural beauty, Quinta do Ameal measures 30 hectares, approximately 14 of which are occupied by vineyards that, according to organic practises, produce exceptional grapes resulting in unique white wines produced solely from the Loureiro variety. The Quinta do Ameal portfolio is comprised of the wines "Ameal Loureiro", "Ameal Solo Único", "Ameal Escolha", "Ameal Espumante" and "Ameal Colheita Tardia". All wines are produced in small quantities and sold in selected shops and restaurants. Aside from the vineyards, the property has 8 hectares of forest featuring a wide variety of trees, some more than 200 years old. The houses, gardens and more than 800 metres of riverbank on the Lima River complete this property. The Ameal Wine & Tourism project was launched in 2015 and includes two houses that were renovated at the end of 2014. This wine tourism is marked by comfort, simplicity and authenticity, and offers a set of activities in perfect harmony with the surrounding area, such as wine tasting, river tours, bicycle tours and trekking along the Lima River's ecotrail.

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 and the Douro, 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

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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. In 2020, Esporão was recognised as one of the 50 most admired wine brands in the world, by the magazine Drinks International, ranking in 13th position in The World’s Most Admired Wine Brands 2020.

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