

# Esporão Reserva White 2015 launched with Pedro A.H. Paixão label



**Since its first wine in 1985, Esporão has maintained the tradition of personalising the labels of each vintage, making them special by bringing together the universal culture of wine and art. Esporão Reserva White 2015 is the first of four wines to reach the market with artworks by Pedro A.H. Paixão.**

The quality of the raw materials used and the care taken at all phases of the different production and ageing processes are crucial to Esporão retaining its reputation as a key producer of Alentejo and Portuguese wines.

Maintaining its strong character, Esporão Reserva White 2015 reflects the year it was made, one characterised by a very dry winter, and a spring and summer with above-average temperatures that led to an early harvest. Despite the high temperatures, there were no heatwaves and the weather remained dry during the harvest, providing high-quality grapes that produced fruity, intense and persistent wines. Integrated production methods were used, which are based on rationalizing natural resources and natural regulation, in order to achieve sustainable agriculture and higher quality fruit.

Portuguese-Australian David Baverstock and Sandra Alves are the winemakers responsible for Esporão Reserve White 2015, an Alentejo classic and one of the company's most popular and iconic wines. It is the product of the careful selection and combination of the DOC Alentejo grape varieties, Arinto, Antao Vaz and Roupeiro, which are grown at Herdade do Esporão. After fermentation, part of the wine was aged for 6 months in new American and French oak barrels on fine lees, the other part in stainless steel vats.

Crystalline with a straw-like colour and greenish hue, this wine offers rich aromas with grapefruit and peach notes. On the palate it is creamy but complex, demonstrating an excellent fruity balance with some minerality and a long, fresh aftertaste.

Artist, academic and editor, Pedro A.H. Paixão combines the theory and practice of drawing with philosophy. For him "the wine production process, what with its ancient roots, is as if it were full of ghosts, and, as such, hugely dense. We're not just talking about wine, a liquid you drink, but something that transmits memory, the past, loaded with the intensities, people and lives of a region. These labels offer this dialogue."

Video link – <https://youtu.be/DDpiPkHdcQM>

Link to spec sheet on the website – <https://www.esporao.com/pt-pt/vinhos/esporario-reserva-branco-2015>

Link to article about Pedro on the website - <https://www.esporao.com/pt-pt/magazine/arte/as-historias-um-rotulo-pedro-h-paixao-artista.html>

**About Pedro A.H. Paixão:** Born in Lobito (Angola), in 1971. He lives and works in Milan and Lisbon. He studied fine art at Ar.Co, Lisbon. He has a Master's in fine arts from The School of the Art Institute of Chicago, and a PhD in philosophy from Faculdade de Letras, University of Porto, all passed with a *cum laude* distinction. He has received scholarships from the Luso-Americana and Calouste Gulbenkian Foundations, as well as the Fundação para a Ciência e Tecnologia, in Lisbon, and the Solomon R. Guggenheim (N.Y.), in Venice. He taught aesthetics at Università IULM and was a Visiting Professor in Research at Università Cattolica del Sacro Cuore, Milan. He founded and ran the *Disciplina Sem Nome* publishing project for Assírio & Alvim / Documenta, with support from the Calouste Gulbenkian and Carmona e Costa Foundations, Lisbon. He was guest editor of issue 130, "On the addressee", of the New York magazine, *New Observations*, which was presented at the New York Art Book Fair 2014, at PS1/MoMA (NY). In Portugal, he is represented by Galeria 111, in Lisbon, which exhibits his work.

+ <http://www.pedroahpaixao.info/>

+ <http://www.111.pt>

**Other artists who have worked with Esporão:** To date, Esporão has been privileged to harness the talent and generosity of 29 artists from Portugal, 2 from Angola and 1 from Brazil. A number of artists have honoured us with their contribution: Manuel Cargaleiro, Dórdio Gomes, João Hogan, Júlio Resende, Júlio Pomar, José de Guimarães, Artur Bual, Mestre Isabelino, Luís Pinto Coelho, Armando Alves, Pedro Proença, Julião Sarmento, Graça Morais, Guilherme Parente, Pedro Calapez, Costa Pinheiro, Gilberto and Gabriel Colaço, Pedro Cabrita Reis, José Manuel Rodrigues, José Pedro Croft, Joana Vasconcelos, Rui Sanches, Lourdes de Castro, Felipe Oliveira Baptista, Alberto Carneiro, João Queiroz and now, Pedro A.H. Paixão. Others involved have included Angolan artists António Ole and Binelde Hyrcan, the Brazilian Rubens Gerschman and Ana Jotta for a special edition for the 1<sup>st</sup> prize of the Confraria do Alentejo.

**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/>

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