

Leading Portuguese wine producers gather for the 4th edition of Wine Future

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Anselmo Mendes



Antonio Amorim

In only 15 days the world of wine will gather for Wine Future in the **beautiful and historic city of Coimbra, Portugal, for the 4th edition of Wine Future**. The aim of this edition is to analyze the many challenges facing the sector worldwide.

Some of the most influential names in the international wine sector will discuss diverse and important topics, including how to engage Gen Z and Millennial consumers; **digital marketing and social network strategies; sustainability; and health and social policy as it relates to wine**. The aim of all the speakers and the organizers is to share solutions and inspire everyone present.

The Portuguese wine sector is not only supporting the event,

but some of the best-known names in the Portuguese wine industry are key speakers across the program. **Frederico Falcão**, President of ViniPortugal which represents Wines of Portugal is the co-organizer of this initiative. **Adrian Bridge**, CEO of Taylors, will take part in a panel on wine tourism, while **António Amorim** will discuss the use of new technologies in the wine industry and **Bento Amaral**, a renowned Portuguese winemaker, participates in the panel on diversity, equity, and inclusion.

Sogrape will be represented by **João Gomes da Silva** on the panel on how to increase sales in difficult times, while its winemaker **Luís Sottomayor** will help comment on the wines supplied by this brand for some of the tastings, especially the legendary Barca Velha in the Masterclass that **Mark Squires** will lead under the name “the Magnificent 12”.

A second tasting, conducted by **Dirceu Vianna Junior MW**, will present 12 legendary Portuguese wines, including Quinta do Crasto, José M. da Fonseca, Mouchão, Buçaco, Niepoort, Casa da Passarella, Quinta do Casal Branco, Douro Vértice, Costa Boal and the acclaimed Vinho Verde producer, Anselmo Mendes.

A third tasting, led by Richard Mayson on the historic and legendary wines of Madeira and Porto, will include Kopke, Sogrape, Niepoort, Quevedo, and Quinta do Vallado. Wine Future is organized by Wines of Portugal and Chrand Events USA and co-organized by the Centro 2020 Programme, which includes Vinhos da Bairrada, Vinhos do Dão, Vinhos de Lisboa, Vinhos do Tejo and Vinhos da Beira Interior. This meeting also has the support of numerous portuguese institutions and brands such as Coimbra City Council, CCDRC, Turismo Centro Portugal, Taylor’s Port, Amorim, Verallia, APED, Sociedade Ponto Verde, Diário de Coimbra, Revista de Vinhos, Delta Cafés and Grupo Nabeiro.

The full program can be found here: <https://www.winefuture.org/pt/program> and tickets can still be purchased via ticketline at

<https://ticketline.sapo.pt/en/evento/wine-future-2023-75233>

