

Monte Velho

O ALENTEJO

Lisbon, 4 May 2018

THE NEW VINTAGES OF A CLASSIC



##istoéesporão #montevelho #EsporãonoAlentejo @esporaoworld

HIGH RESOLUTION IMAGES: [HTTP://BIT.LY/2KSDAND](http://bit.ly/2KSDAND)

The latest vintages of one of the most iconic Portuguese wines have reached the market: Monte Velho White and Red 2017.

In 26 years of Monte Velho vintages, Esporão was **always able to reinforce this wine's balanced and** gastronomic profile and express the Alentejo's uniqueness. In recent years, the brand also sought to maximise the origin and character of the aromas and flavours of the grapes using integrated production methods.

Monte Velho originates from the desire to introduce a wine with the same profile as Esporão Reserva into **people's daily** consumption habits, a wine with exceptional quality but without barrel or bottle ageing. This is a wine for every generation, which conveys **the region's cultural identity**, both in its flavour and in its image. This year, the Monte Velho labels maintain their inspiration in the regional patterns of the traditional Reguengos de Monsaraz rugs.

On an international level, the most prominent wine publications have awarded Monte Velho White and Red various titles, such as Best of Year 2017 and Best Buy, by **Wine Enthusiast**; **Year's Best** Portuguese Whites 2017, by Wine&Spirits and 100 TOP Values of 2016&2017, by Wine Spectator, among others.

[Monte Velho White 2017](#) is produced from the traditional Alentejo grape varieties Antão Vaz, Perrum and Roupeiro. This wine has a clear citrine colour, with notes of lemon and delicate fresh white fruit. Intense and balanced, fresh and versatile, with a long and aromatic finish.

[Monte Velho Red 2017](#) is produced from the grape varieties Aragonez, Trincadeira, Touriga Nacional and Syrah. This wine has red berry aromas and subtle spicy notes. A fresh wine with good texture and the ideal depth for regional dishes, cured meats and barbecues.

THE STÓRY OF MONTE VELHO BY JOÃO ROQUETTE:
<https://www.esporao.com/pt-pt/magazine/monte-velho/historia-monte-velho-por-joao-roquette.html/>

MONTE VELHO: THE PORTRAIT OF A REGION THROUGH ITS WINE:
<https://www.esporao.com/pt-pt/magazine/monte-velho/monte-velho-retrato-regiao-atraves-do-vinho.html/>

Monte Velho White 2017
75 Cl – Recommended Retail Price 4,99€

Monte Velho Red 2017
75 Cl – Recommended Retail Price 4,99€

For more information, please contact:

Monte Velho

○ ALENTEJO

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About Monte Velho: The first Monte Velho vintage dates back to 1991 and first reached the market in 1992, at the time with a shelf price of 200 escudos. Inspired by the firstborn Esporão Reserva, Monte Velho aimed to revolutionise daily wine consumption, bringing to the table a quality wine at an affordable price. 26 years later, this brand's journey has evolved remarkably. In 2015, 7 million 400 thousand bottles of Monte Velho were sold in more than 50 countries and, since 2013, this regional Alentejo wine is produced using entirely integrated production methods. For the future, the ambition is organic and certified production. The story of Monte Velho is closely connected to the land where it originates, making it a wine that reflects the Alentejo tradition, the diversity of its grape varieties and winemaking techniques. These wines are crafted by a team led by the Portuguese-Australian David Baverstock and Sandra Alves, resulting from a combination of nature and winemaking traditions, along with the know-how and innovation that characterise Esporão.

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. 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".

<http://www.esporao.com/>

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