



PRESS KIT

VINI PORTUGAL
2025



VINI PORTUGAL

ViniPortugal is the Interprofessional Association of the Portuguese Wine Industry, recognised by the Ministry of Agriculture on October 1st, 2015

Its MISSION is “to promote the image of Portugal, as a wine producer par excellence, valuing the brand “Vinhos de Portugal/Wines of Portugal”, contributing to a sustained growth in the volume and average price of Portuguese wines”.

8 associations and 1 professional confederation are Founding Associates of ViniPortugal:

Trade Representatives: ACIBEV, ANCEVE, AEVP and AND;

Production Representatives: CAP, FENADEGAS, FENAVI and FEVIPOR

Representatives of the demarcated regions: ANDOVI.

Activity: International promotion of the image of Wines of Portugal.

Governing Bodies: General Assembly Board, Supervisory Board and Management

Board: Frederico Falcão, President, Mário Joaquim Abreu Lima, Vice-President representing Production and João Gomes da Silva, Vice-President representing the Trade.

Foundation: 15 October 1996

Head Office

Rua Mouzinho da Silveira, nº 5, 1250-165 Lisboa

Porto

World of Wine

Rua do Choupelo

Vila Nova de Gaia

Website: www.viniportugal.pt



VINI (PORTUGAL) IN NUMBERS

30 Years promoting Portuguese wines

14 Priority international markets

8,05 Million euros invested in promotion in 2025

+100 Marketing actions implemented every year

1,38 Million euros invested in the USA and e 1,26 million euros in Brazil

966 Million Euros exports of Portuguese wines in 2024

6,9 Million hl of wine production in 2024

8,4% of the Food Products exports in 2024

47% is the percentage of wine production exported in volume

9th is Portugal's position on the international wine trade list in 2024

With more than 250 identified autochthonous varieties, the Wines of Portugal brand focuses its communication on the following 11, which are a flagship in the promotion of national wines:

Red: Touriga Nacional, Aragonez / Tinta Roriz, Touriga Franca, Trincadeira / Tinta Amarela, Castelão, Baga;

White: Alvarinho, Arinto, Fernão Pires/Maria Gomes, Loureiro and Encruzado.



THE BOARD

ViniPortugal's Board, elected in March 2023, for the 2023/2025 triennium, is composed of three members: Frederico Falcão, João Gomes da Silva and Mário Abreu Lima.

CHAIRMAN

Frederico Falcão has a degree in Agricultural Engineering and a postgraduate degree in Oenology. He started his professional activity in Esporão, later as the Director of the Vitiviniculture and Oliviculture Department of Companhia das Lezírias, and also as a Consultant Winemaker in other projects. He was also member of the Board of Directors of the Comissão Vitivinícola Regional do Tejo (Viticulture Commission of the Tejo Region) and President of the Executive Board of the Instituto da Vinha e do Vinho (Vine and Wine Institute), from 2012 to 2018. More recently, he was the Administrator / CEO of the Bacalhôa Group and Vice President of the Portuguese Winemaking Association. Frederico Falcão is the president of ViniPortugal since May 27, 2020.

VICE-PRESIDENTS

Mário Joaquim Abreu Lima – Production Representation.

Founder and vice-president of the Association of Municipalities of Terra Quente Transmontana. Since 2001 he has been vice-president of CAP - Confederation of Farmers of Portugal. He was a member of the Council of Winegrowers of the Douro Demarcated Region. Since 2003 he has been chairman of the board of directors of AIN - Agro-Industrial do Nordeste, S. A.

João Gomes da Silva – Trade Representation.

João Gomes da Silva has a degree in Economics and a PhD in Agricultural Economics from the University of Reading (United Kingdom). He made an international career in Europe and Latin America in the Food Distribution and Textile sectors. Since 2014, João Gomes da Silva is the Sogrape Director, leading the Global Marketing and Sales functions for the group's Portuguese wine portfolio, which is present in the Douro, Vinho Verde, Dão, Lisboa and Alentejo regions, including compelling names, such as Mateus, Sandeman, Casa Ferreirinha and Porto Ferreira, amongst others.



MANAGEMENT TOOLS

VINI PORTUGAL is governed by the following management instruments:

- i) The **Institutional Strategic Plan**, which covers a period of 7 years, with the Plan for the 2024/2030 triennium in force.
- ii) The **Marketing and Promotion Plan for the Wines of Portugal Brand**, which is annual and complies with the 2030 Strategic Plan.
- iii) The **Annual Operational Plan** consisting of the Activity Plan, Marketing Plan, and Budget.

VINI PORTUGAL BRANDS

ViniPortugal is responsible for the management and communication of the “**Vinhos de Portugal/Wines of Portugal**” brand, which is the central element in its performance in strategic international markets.

Vinhos de Portugal / Wines of Portugal

The “**Wines of Portugal**” brand, owned by the Instituto da Vinha e do Vinho, IP, and managed by ViniPortugal, is a collective brand created in 2010 to promote the image of Portuguese wines in the various international markets.

Portuguese wine has managed to assert itself internationally by providing a unique and distinctive experience, based on the diversity of its grape varieties and *terroirs*, which is associated with a high consistency of quality.



PRIORITY MARKETS

There are 14 priority markets for the Wines of Portugal brand, operated by VINI PORTUGAL: United States, Brazil, Canada, China, United Kingdom, Japan, South Korea, Switzerland, Sweden, Poland, Belgium, Luxembourg, The Netherlands and Ukraine.

The investment of 8.05 million euros for the promotion of Portuguese wines in 2025 is concentrated in these 14 markets.

USA

Market with high opportunity and growth potential for national exports. It is the target of the largest investment in the international promotion of Portuguese wine, as it is an important export market for Portuguese wines. It is interesting to note the positive way in which Portuguese wines have been received by specialized critics, as well as the recent development of exports. It currently ranks as the 2nd main destination for Portuguese wine exports.

Volume(L), Value (€) and Average Price (€/L)

Destination	Jan to Dec 2024		2024
	Litres	Euros	Average Price
USA	23 505 825	102 139 006	4,35

- ✓ The US recorded a growth in exports of 0.60% in volume and 2.05% in value compared to 2023.
- ✓ If we analyse without the Port Wine category, the USA is also the 2nd destination market for Portuguese wines, with a growth of 0.90% in volume and 1.04% in value compared to 2023.



BRAZIL

It continues to be one of the main markets for Portuguese wines, despite some economic and social instability which will have some impact on the performance of this market. It currently ranks as the 3rd main destination for Portuguese wine exports.

Volume(L), Value (€) and Average Price (€/L)

Destination	Jan to Dec 2024		2024
	Litres	Euros	Average Price
Brazil	28 594 925	85 864 243	3,00

- ✓ Brazil's exports grew by 10.69% in volume and 7.46% in value compared to 2023.
- ✓ If we analyse without the Port Wine category, Brazil is the 1st destination market for Portuguese wines, with a growth of 11.06% in volume and 7.83% in value compared to 2023.



CANADA

It is a market that imports most of the wine it consumes, with the provinces of Quebec, Ontario and British Columbia (BC) being the largest consumers, together accounting for more than 75% of wine consumption.

Wine imports into Canada are controlled by provincial organisations, monopolies, with different rules, and Portugal also has very different positions from province to province. Quebec is the market with the greatest European influence and where Portugal has the highest penetration and market share (3.53%). British Columbia sees Portugal as a supplier of premium wines, hence the average selling price of Portuguese wines and market share (1.61%), which reflect this positioning. On the contrary, the Ontario market sees Portugal as a low-cost supplier, with Portuguese wines achieving the lowest average price here for a market share of 2.68%.

It is currently the sixth largest destination for Portuguese wine exports.

Volume(L), Value (€) and Average Price(€/L)

Destination	Jan to Dec 2024		2024
	Litres	Euros	Average Price
Canada	12 606 407	51 200 214	4,06

- ✓ Canada recorded growth in exports of 1.96% in volume and 3.93% in value compared to 2023.
- ✓ If we exclude Port Wine from the analysis, Canada is the fifth largest market for Portuguese wines, with a growth of 2.24% in volume and 5.13% in value compared to 2023.



CHINA

China is one of the markets for the diversification of promotional activity for Portuguese wines, representing around €6.3 million in national exports in 2024.

It is considered one of the markets with the greatest growth potential, although its business model is still poorly understood and information about consumers is scarce.

Volume(L), Value (€) and Average Price (€/L)

Destination	Jan to Dec 2024		2024
	Litres	Euros	Average Price
China	1 632 738	6 379 832	3,91

- ✓ In 2024, China is the 23rd destination for total Portuguese wine exports.
- ✓ If we exclude Port Wine from the analysis, China is the 22nd largest market for Portuguese wines.



JAPAN

Japan is one of the most economically developed markets, with a keen interest in foreign wines and a strong wine culture, making it one of the main destinations for Madeira wine. Given its historical ties with Portugal, this country is now considered one of the priority markets for Portuguese wines. Having launched promotional activities in this market in 2014, ViniPortugal aims to increase the visibility of the Wines of Portugal brand in this market.

In 2024, Japan is the 20th destination for Portuguese wines in terms of value.

Volume(L), Value (€) e Average Price (€/L)

Destination	Jan to Dec 2024		2024
	Litres	Euros	Average Price
Japan	2 012 018	7 988 883	3,97

- ✓ Japan recorded growth in exports of 10.80% in volume and 3.79% in value compared to 2023.
- ✓ If we exclude Port Wine from the analysis, Japan is the 19th largest market for Portuguese wines, with growth of 10.77% in volume and 3.52% in value compared to 2023.



SOUTH KOREA

Volume(L), Valor (€) e Preço médio(€/L)

Destination	Jan to Dec 2024		2024
	Litres	Euros	Average Price
South Korea	567 802	3 921 267	6,91

- ✓ In 2024, South Korea is the 26th destination for total Portuguese wine exports.
- ✓ If we exclude Port Wine from the analysis, South Korea is the 37th largest market for Portuguese wines.

UKRAINE

In 2024, Ukraine is the 24th destination for Portuguese wines, in terms of value.

Volume(L), Value (€) and Average Price (€/L)

Destination	Jan to Dec 2024		2024
	Litres	Euros	Average Price
Ukraine	2 448 281	5 745 413	2,35

- ✓ Ukraine recorded significant growth in exports of 59.34% in volume and 40.36% in value compared to 2023.
- ✓ If we exclude Port Wine from the analysis, Ukraine is the 24th largest market for Portuguese wines, with growth of 69.23% in volume and 53.93% in value compared to 2023.



SWITZERLAND

Volume(L), Value (€) and Average Price (€/L)

Destination	Jan to Dec 2024		2024
	Litres	Euros	Average Price
Switzerland	8 605 895	31 078 713	3,61

- ✓ In 2024, Switzerland is the 12th destination for total Portuguese wine exports.
- ✓ If we exclude Port wine from the analysis, Switzerland is the 10th largest market for Portuguese wines.

UNITED KINGDOM

Volume(L), Value (€) and Average Price (€/L)

Destination	Jan to Dec 2024		2024
	Litres	Euros	Average Price
United Kingdom	22 625 504	84 328 590	3,73

- ✓ In 2024, the United Kingdom is the fourth largest destination for total Portuguese wine exports.
- ✓ If we exclude Port Wine, the United Kingdom is the third largest market for Portuguese wines.



SWEDEN

In 2024, Sweden is the 15th destination for Portuguese wines, in terms of value.

Volume(L), Value (€) and Average Price (€/L)

Destination	Jan to Dec 2024		2024
	Litres	Euros	Average Price
Sweden	9 796 918	24 521 026	2,50

- ✓ Sweden recorded growth in exports of 5.46% in volume and 4.86% in value compared to 2023.
- ✓ If we exclude Port Wine, Sweden is the 11th largest market for Portuguese wines, with a growth of 5.38% in volume and 4.77% in value compared to 2023.

POLAND

In 2024, Poland is the 10th destination for Portuguese wines, in terms of value.

Volume(L), Value (€) and Average Price (€/L)

Destination	Jan to Dec 2024		2024
	Litres	Euros	Average Price
Poland	16 382 827	38 463 756	2,35

- ✓ Poland recorded growth in exports of 1.45% in volume and 2.84% in value compared to 2023.
- ✓ If we exclude Port Wine, Poland is the sixth largest market for Portuguese wines, with a growth of 4.37% in volume and 5.35% in value compared to 2023.



BELGIUM

Volume(L), Value (€) and Average Price (€/L)

Destination	Jan to Dec 2024		2024
	Litres	Euros	Average Price
Belgium	10 505 202	39 955 304	3,80

- ✓ In 2024, Belgium is the 9th destination for total Portuguese wine exports.
- ✓ If we exclude Port Wine, Belgium is the 14th largest market for Portuguese wines.

PORTUGAL

Intervention in the domestic market is essentially carried out in two ways: through professional training and promotion to tourists visiting Portugal. Regarding the former, ViniPortugal has developed a comprehensive training programme under the umbrella of the Wines of Portugal Academy, aimed at training both catering professionals and sales advisors in large retail chains in the field of wine.

The collaboration with an AHRESP initiative, launched in 2022, which aims to visit various restaurants, evaluate the spaces, promote the training of teams in wine service, and then award a distinction by the two entities (AHRESP and ViniPortugal) for Best Wine Selection, as well as collaboration with APHORT in training members of this association, are examples of this.

The second option focuses mainly on the two tasting rooms in Lisbon and Porto, where visitors, mainly foreigners, can sample Portuguese wines either through free tastings or themed tastings, in which an expert presents the wines, grape varieties and regions of origin.



Transversal events

A ViniPortugal é responsável ainda pela organização de dois eventos anuais de carácter transversal ao sector, embora perseguindo objetivos distintos:

ViniPortugal is also responsible for organizing two annual events that are transversal to the sector, although they pursue different objectives:

Wines of Portugal Challenge

In partnership with CNEMA, ViniPortugal celebrated its 11th edition in 2024. This competition aims to be an event of high international relevance, exclusively dedicated to increasing the visibility of Portuguese wines in the main export markets.

In the 2024 edition, more than 1,288 wines from all national wine regions competed, unequivocally demonstrating the quality and diversity of national production. The juries involved 163 participants, of whom 136 were Portuguese and 27 were foreign. After three days of tasting in Santarém, 140 wines were selected for consideration by the Grand Jury, of which 32 were awarded the “Great Gold Medal.”

Alongside the technical sessions of the competition, there were Master Classes, Wine Dinners, and Visits to Regions exclusively for foreign judges, designed with training in mind. In order to ensure rigor and high selectivity, the Competition Regulations limit the number of medals to be awarded to 30% of the wines entered, with Great Gold medals not exceeding 2.5% of that total and Gold medals limited to 10%. In 2020, due to restrictions imposed by the COVID-19 pandemic, this event did not take place.



Annual Wines of Portugal Forum

This event takes place annually in the last week of November and aims to be a meeting point for economic agents and their institutions to discuss current issues and reflect on future prospects for the sector. It presents the sectoral plans for the international promotion of the Wines of Portugal brand, coordinated between ViniPortugal and the certifying entities.

In 2020, given the circumstances surrounding the COVID-19 pandemic, the Forum was held entirely online, broadcast from the Wines of Portugal Tasting Room in Lisbon to an audience of almost 1,000 participants. Since then, it has been held in a hybrid format, with participants attending in person and the event being broadcast on Facebook and YouTube.

TASTING ROOMS

ViniPortugal has two tasting rooms open to the public at Terreiro do Paço in Lisbon and at World of Wine in Vila Nova de Gaia.

The Wines of Portugal Tasting Rooms are spaces where visitors are invited to take a journey from north to south of the country through a tasting of wines from various regions.

For more demanding consumers or groups, the rooms offer a menu of Themed Tastings. In the case of groups, advance reservations are required.

Thousands of tourists visit these places every year, where they learn about the diversity of Portuguese wine, discovering the different regions, tasting and identifying the varied aromas and flavors of the different grape varieties.

The Tasting Rooms offer a wide range of small events throughout the year, aimed at wine lovers who want to deepen their knowledge through tasting. These events, with a set schedule, traditionally take place in the late afternoon on Fridays or Saturdays, with registration via email.

Visitors can also purchase wines from various national producers on site, and the tasting room staff are on hand to provide interested parties with all the information they need about the wines.



ViniPortugal

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