

VINHOS VERDES

Região Demarcada desde 1908

THE BUYER

CONNECTING THE PREMIUM DRINKS TRADE



Premium Vinho Verde: a new era of experimentation and diversity

The commercial success of Portugal's Vinho Verde has started to encourage premium bottlings with a new generation of winemakers leading the charge, experimenting and diversifying within the category. There is a growing trend away from traditional field blends with single varietal and site-specific cuvées, a branching out into the sub-regions, a move towards making a fashionably light red and a super-niche movement towards traditional styles of planting. Jason Millar hears about this and more from Portugal expert Sarah Ahmed – the results of her field trip in the region – and also looks at Vinho Verde's potential to age and match with foods other than seafood.



24th July 2024 by [Jason Millar](#)
posted in [Tasting: Wine](#),



THE WORLD OF FINE WINE

Vinho Verde: Another green world

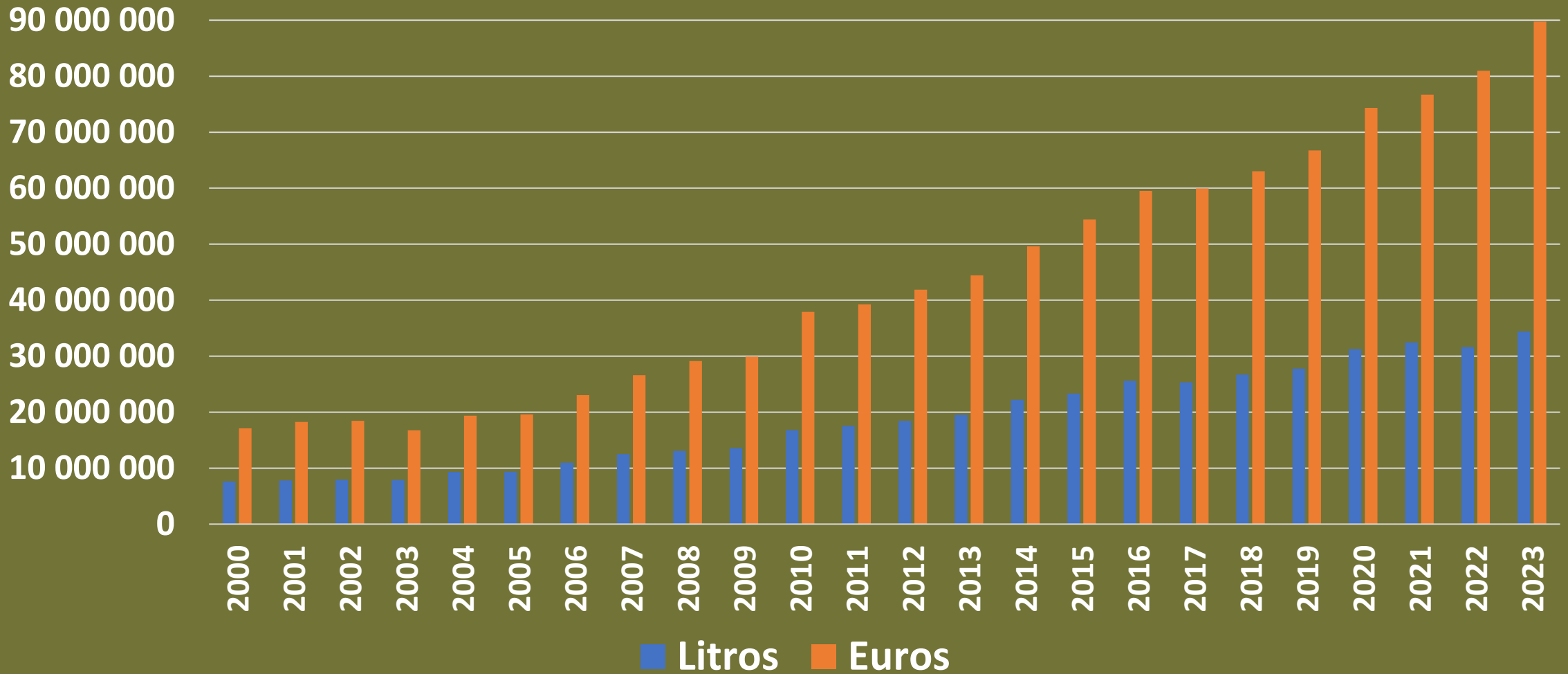
The verdant corner of northwestern Portugal once known for cheap, fizzy whites has been transformed into one of Europe's most exciting wine regions, says Sarah Ahmed.

By Sarah Ahmed

While there is hot debate about whether the region should introduce new labels or regulations to differentiate premium wines from classic Vinho Verde, there is now no room for debate about Vinho Verde's ability to produce wines of world-class quality and finesse.



Exportações de Vinhos Verdes



DESAFIOS:

- **Aumentar a notoriedade da Região Demarcada dos Vinhos Verdes**
- **Comunicar a diversidade de estilos dos Vinhos Verdes**
- **Estimular o desenvolvimento de produtos diferenciados e de valor acrescentado**
- **Diversificar mercados, canais e momentos de consumo**
- **Reforçar o enoturismo como canal de distribuição premium**
- **Digitalizar o negócio**



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