

AN S INNOVATIVE PORTO



The first **bespoke** Port Wine
specifically designed **for the young consumer**

by
GILBERTS





Passion

G PORTO – What is it?



G Porto is young and it is fun!

In combining all the art and expertise of a traditional house with a novel and highly sophisticated design, Gilberts & C^a has produced a palette of sensations where each Port Wine throbs with the intensity of its fruit as its sensuality and style appeal to all the senses. Presented in an elegant and original bottle, it is a versatile companion for every occasion.

OUR MISSION AND OUR GOAL

A new concept of Port Wine for a new consumer.

- > MISSION – to pursue this family company's tradition of producing maximum quality Port and DOC Douro wines and to educate and inspire the young consumer.
- > GOAL – to get all consumers world-wide to taste Port Wine.

Youth

QUALITY

Quality today and always. The young consumer who tastes G PORTO, with its unique and remarkable quality, will enjoy an unforgettable experience.

> SOIL, VINES, CLIMATE – The quality of our Port Wine begins with the soil, our grapes and our climate – with Nature. G PORTO is made from grapes produced by the finest quality vines - Touriga Nacional, Touriga Francesa, Tinta Roriz, Tinta Barroca, Tinta Amarela and Souzão, the majority of which have been classified with the letter A (90%).

> ENOLOGY AND TECHNOLOGY – The expertise of our mother house – CASA BURMESTER – acquired over more than 250 years as producers of fine Port Wines, a joint winemaking team based in Vila Nova de Gaia, allied with traditional techniques adapted to the most sophisticated methods of today at the Quinta Nova de Nossa Senhora do Carmo winery, guarantee that the wines are made and aged under the best possible conditions.

> STYLE – G PORTO offers the consumer 6 different types of Port Wine, each associated with a different colour, aroma and taste: Vintage, Late Bottled Vintage, 10 Year Old, Ruby, Tawny and Extra Dry White.

Fruitiness – the full range of G PORTO wines is characterised by their intense fruit, bouquet and flavour – the product of the superior quality of our grapes, the traditional winemaking process and the great care given to the ageing of these wines in the Vila Nova de Gaia wine lodges.

G PORTO Vintage is declared each time there is an outstanding harvest, when the wine that is made has the exceptional quality and potential required for a Vintage Port.

The Late Bottled Vintage, a full-bodied and velvety Port, is made according to traditional methods at the Quinta Nova da Nossa Senhora do Carmo winery. It is neither filtered nor cold-treated.





G PORTO

EDUCATION

In addition to the strong visual impact of the different colours used in the presentation, these also serve an educational purpose in that they make it easier for the young consumer to identify the most appropriate wine for each occasion. In creating the most restricted range on the market, the choice of the name PORTO and the categories, with the respective colours, aromas and flavours, was based on the following considerations.

> PORTO – Denomination of Origin PORTO, a denomination that is restricted to the Douro Demarcated Region. The letter G is always associated with the word PORTO which, on the bottle, is highlighted as it appears next to the name of the each category making it easier for the consumer to understand and become informed of the different types of Port Wine.

> COLOURS – The six colours were considered with much thought in order to select the right colour to represent each wine.

The ABC of Port Wine – The names of the wines that form the basis of any range of Port Wine are originally English and they refer to the following colours: Ruby, Tawny and White. In order to stimulate the consumers' curiosity, we chose unconventional and eye-catching colours.

Description of the Finer Categories – As we believed that young consumers already have a better understanding of the finer categories, we chose more discreet colours, particularly for the Vintage which is the only Port in the entire range to bear the traditional black capsule.

Colours, Aromas and Flavour – All the colours are related to the taste of each type of Port. Relation between Colours and Categories – Ruby and the Late Bottled Vintage are both “red wines”, although the Ruby is younger and brighter in colour and the Late Bottled Vintage is older and deeper red. The same applies to the Tawny and the 10 Years Old, both of which are more golden.

The language of the colours – In addition to the educational aspect, great importance was given to the position of each product and to the profile of our target consumer. As a corporate colour we chose purple, which represents romance and femininity. Green represents youth; orange, joy; red, passion; deep purple, strength; bronze, nobility; and black, distinction.

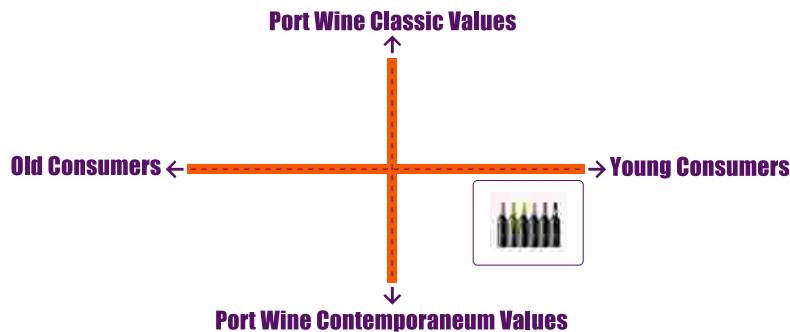
> PORT AND FOOD – There is an appropriate moment for consuming each G PORTO. Therefore, in addition to information as to how to serve and store the wine, each back label contains a culinary suggestion regarding the type of food that goes best with that type of Port.

Nobility

THE DESIGN

Designed by Wren & Rowe of London, this was a bold, extremely attractive and sophisticated proposal, where Tradition and the History of Port Wine were ably blended with Elegance and Innovation. A real challenge to the world-wide wine and spirits market!

BRAND IMAGE POSITIONING



> THE TARGET

G PORTO's cheekiness, together with its genuineness, make of this Port Wine a product that is attractive to young people who enjoy a cosmopolitan style of living and who delight in drinking the finest quality beverages. This sector can be classed as follows: age – 25 to 35 years; social classes – A, B and C1; sex – both men and women.

> G –YOUTHFUL, SENSUAL AND FUN

Name – The name of the company – Gilberts & C^a - is somewhat conventional. We wanted a name that was less stuffy, more youthful, practical and direct, whose cheekiness would overcome all preconceptions. We chose "G", the first letter of the Gilbert family name. Thus, G PORTO by Gilberts. A name that would give emphasis to the PORTO Denomination of Origin and to Gilberts, the name of the company.

Nobility

Symbol – This had to be a powerful symbol that would work well not only on the bottle but also on the packaging, merchandising, POS and advertising.

Character – It had to have a personality of its own, the G spirit – happy, mischievous and sensual.

> 500 ML BOTTLE – Can be enjoyed right to the last drop

Alcohol content – Port Wine is a natural wine that has been fortified with grape spirit to attain an alcohol content of between 19° and 21°. Most especially, on a menu it is an excellent complement to all kinds of table wines. 500ml is the perfect size for every occasion.

Quality – Only two types of Port Wine age best in bottle – Vintage and Late Bottled Vintage. All other blends age in oak casks and are prepared for consumption just before they are placed on the market. By offering a smaller bottle, the consumer need not worry that he can keep his wine in the best conditions.

Accessibility – The 500ml bottle offers a great value for money for all those who are interested in tasting and getting to know more about Port Wine.

> DARK GLASS BOTTLE AND DESIGN – a traditional bottle with a novel design

Tradition and History – For over 4 centuries, consumers have associated Port with the traditional dark Port Wine bottle. We believe that history must not be destroyed but rather innovated at this beginning of the 21st century.

Quality and Storage – Port Wine should be stored in a cool place, away from the light. Moreover, as Vintage and Late Bottled Vintage Ports throw a deposit as they age, this would not be very appealing to the eye in a light glass bottle.

Consumption – We wanted G PORTO to become a natural extension of today's consumption of table wines, particularly red wine, which is always sold in a dark bottle.

Design – the “G” stands out better on a dark bottle.

> DIRECT SCREENING ON BOTTLES– quality and authenticity

Tradition and History – Like the dark glass of the traditional Port Wine bottle, consumers associate white screening with Port Wine. What did we do? To the traditional screenings, we added different, happy colours, for each category.

Strength

THE IDEA

The new G PORTO brand began with a desire to create a better future for Port Wine. The idea was developed in several stages:

> MARKET RESEARCH – This consisted of several market studies on the consumption of spirits as a whole and Focus Group studies on the consumption of Port Wine. These led us to conclude that young consumers represented a target market that has so far been totally unexplored in terms of Port Wine.

The result of the market research as regards this new proposal was highly positive. We expect that it will be highly successful.

> ONE PROJECT/ONE TEAM – A project of this size, nature and innovation implies the dedication of an entire vertical team, namely:

The team – Everyone was involved and dedicated to creating a new concept for Port Wine, beginning with market research and following on with the style of the wines, how they would be produced and aged, the logistics of the project, right through to the specific needs and quality of the grapes and the winemaking techniques.

The designers – Liz Wren and Michael Rowe fell in love with the project when they visited us in Porto. Great! We needed people who would become passionately involved! Days, weeks, months of thought, dozens of sketches, hundreds of ideas. Each and everyone worked towards a common goal – to create the first bespoke Port Wine for young consumers.

The suppliers – What at first sight seemed impossible, became a reality. All the principle components of the package – bottle, capsule and screenings were, for the very first time, all made in Portugal! The main difficulties were designing the shape of the “G” and applying in to the glass of the bottle, obtaining the exact pantones for the capsules and the screenings which instead of being traditionally white, now would be presented in 6 different colours. Result – An exceptional and novel presentation – ingenious, original and unique.

> REGISTERED TRADEMARK – An ambitious project of this nature implies a new trademark. G PORTO is internationally registered at three levels (name, bottle and presentation).





Distinction

GILBERTS & C^a S.A.: 50 YEARS OF HISTORY

The first Gilberts were French Huguenots who were forced to emigrate to Prussia in the 18th century as a result of the Catholic prosecution of Protestants. Karl Gilbert, an eminent merchant in the wine trade and born in 1875, married his cousin Nanni, daughter of Gustav Burmester, in Porto, thus reinforcing the Burmester-Gilbert bond. In 1952, CASA BURMESTER purchased Alcino Correia Ribeiro, a company that was notable for its exports of fine quality Port Wines, particularly to the United Kingdom.

The Gilberts Port brand was created at the same time in memory of Karl Gilbert and the recently acquired company changed its name to Gilberts & C^a.

A brief overview of a history that is just beginning to grow...



RUBY
PORTO

by
GILBERTS

EXTRA DRY
WHITE PORTO

by
GILBERTS

TAWNY
PORTO

by
GILBERTS

10 YEAR OLD
TAWNY PORTO

by
GILBERTS

184V PORTO
LATE BOTTLED VINTAGE

1997

by
GILBERTS

VINTAGE
PORTO

1994

by
GILBERTS





Rua de Belomonte, N°37
4050-097 PORTO - PORTUGAL

Telef: +351.22 2056977 /3321299 /74
Telefax: +351. 22 2054331
E-mail: burma@mail.telepac.pt