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# Introducing Esporão Monte Velho Reserva Red 2022

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*New Barrel-Aged Red Added to Esporão's Popular Monte Velho Line*

**Hoboken, NJ, January 28, 2025** – A new Reserva Red has been added to the popular Monte Velho line from Portuguese powerhouse Esporão Group, imported into the U.S. by Cultivamos, Inc. [Aged eight months in used oak barrels](#), the debut 2022 vintage Monte Velho Reserva Red (bottle shot attached) from Portugal's Alentejo region has an SRP of \$18 per 750 ml. It joins the existing line of Monte Velho Red, White, and Rosé, the latter three all fermented in stainless steel.



The reason for the addition is simple, says Cultivamos president & CEO, Ben Carson-Brown: "Monte Velho is made intentionally as a wine for daily consumption, especially in Portugal where wine is traditionally a part of the meal. The Reserva, with its richer flavors and hints of oak, elevates that experience — a wine for weeknight dinners and occasions that's a cut above."

The Monte Velho label debuted in 1992. Pronounced MON-tay VELL-yo," ("old hill" in Portuguese), the name references a grassy mound on the Herdade do Esporão estate, capped by the ancient square fortress depicted on the labels.

All Monte Velho wines are certified vegan by the European Vegetarian Union. In the spirit of more eco-friendly packaging, the wines come in lighter weight bottles (certified ISO 9001) and are shipped in cartons made from 100% recycled, varnish-free (certified ISO 14001) cardboard.

As with its stainless-steel counterparts, the Monte Velho Reserva Red 2022 showcases Alentejo's 2,000-plus year viticultural history, with its tradition of blending grape varieties. A mix of Touriga Nacional, Aragonez, Syrah, and Trincadeira, fruit comes from established Alentejo vineyards farmed organically

by long-time suppliers to Esporão. With an average vine age of 18 years, this food-friendly red clocks in at 13.5% alcohol and just 1 g/l of residual sugar.

***Imported by Cultivamos, Hoboken, NJ***  
***Monte Velho Reserva Red 2022 | SRP: \$18.00***

**Cultivamos Inc:** Cultivamos in Hoboken, NJ, is the U.S. import arm established by Portuguese powerhouse Esporão in 2024. Led by industry veteran Ben Carson-Brown, Cultivamos oversees U.S. distribution and marketing for the entire Esporão portfolio, Herdade do Esporão in Portugal's Alentejo region, Quinta dos Murças (Douro), and Quinta do Ameal (Vinho Verde). <https://cultivamos.com/>

**Esporão Group:** One of Portugal's premier wine companies, with wines sold in 50 countries, Esporão is also an eco-wine tourism pioneer, starting with its namesake Herdade do Esporão property in Alentejo. In 2008, Esporão acquired Quinta dos Murças in the Douro, followed by Quinta do Ameal in Vinho Verde in 2019. Tourism opportunities exist at all three. The portfolio also includes estate-produced olive oils and Sovina Craft Beer. <https://www.esporao.com/en/>

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