

Happy Halloween!

It has been an amazing couple of months with several visits to the Douro region with our groups during the harvest time. We also had a chance to visit a couple of properties in the Vinho Verde region and provide a glimpse of how different the topography of the region is, the innate focus on white grapes that proliferate the landscape throughout and introducing our guests to somewhat new rising stars there. We also were fortunate to spend time in the Tavora-Varosa region, which is adjacent and just below the confines of the Douro. It is where some of the finest Espumante in Portugal is being produced.

My take aways from the Douro harvest are that while the growing season presented some challenges at times, overall, the 2024 conditions were certainly better than any year since Covid arrived four+ years ago. We listened to many experts across the Douro region, and the vast majority are bullish on the quality of the grapes, not just for the white and red Douro wine harvest, which looks very positive, but with only a few dissenters, many stated ... and felt strongly, their Ports were very impressive at this early moment.

Despite some difficult times with smoke from fires in other parts of the country, (short lived in Douro and fortunately, almost no fires in the growing area, but 137 persisted simultaneously in Portugal!). And then the rain arrived, (w/Spanish help to extinguishing the fires) but stalled some picking and more rain came in early to mid-October while picking was still in play in a large swath of the region. Some wind arrived too, helping to dry out grape bunches, and triage table workers were busy sorting grapes. So now we will wait and see how this all turns out and for Port, we really won't know more, until the winter of 2026.

This year in Douro, the 19th guiding tours has been busy, educational and rewarding. I have put together a solid cross section of 2022 Vintage Ports and begin my annual blind tastings as soon as I return from the island of Madeira. It will be the focal point of my next two newsletters, along with some news from the island and some changes that have been taking place over the past decade and should be noted, as I know some of our readers want to be kept abreast of this.

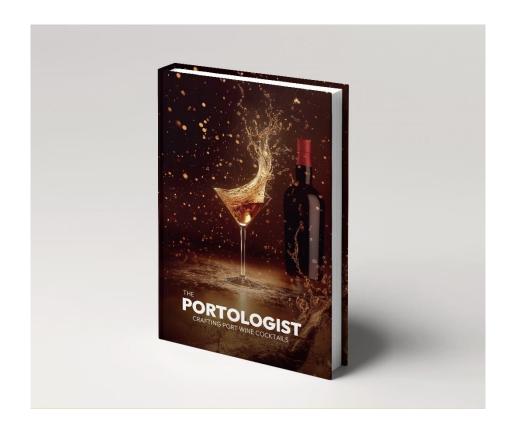
In this 118th issue of the newsletter, a most interesting piece is the life story of a man who recently retired from his own company, only to get right back to work. You will read **George Sandeman's** own words in *Port Personalities in Focus*. The other important brief is on the area of Setubal, with an informative article, that ties in with a pretty spectacular **buying op** too!

FOR THE LOVE OF PORT - CONTENTS

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PORT BOOK LAUNCH - RECOMMENDATION



Roy's intro: I was contacted by Ruud Scholten, originally from Enschede, The Netherlands, now residing in Deventer. After exchanging emails, we talked by phone. He described his project, and our mutual passion for Port. Ruud told me why his niche in writing his 1st book focused on Port used in cocktails. As you'd expect, I agreed to help put out the word. You can read the rest of the story in his words:

Port wine estates are seeing sales growth from a surprising sector, the cocktail market. Whilst the fortified wine category has been stable at best, or even declining in recent years, Port wine as a cocktail ingredient, is rapidly increasing in popularity.

The Portuguese have been drinking white Port and tonic for years, but until recently this deliciously refreshing alternative to the classic G&T was something of an insider tip. But over the last couple of decades increasing numbers of Port wine houses have added 'dry' white Ports to their ranges, specifically for the purposes of mixing the perfect white Port and tonic.

Several major port brands recently added specific ranges targeted at the mixed drinks sector, for example, Cockburn's three Tales of the Unexpected Ports, Graham's Blend series, or Croft's Pink Port. The massive growth of interest in 'craft' cocktails and boutique cocktails bars, in both Europe and the USA, created the perfect storm for these innovative products to do well.

Dutch Port wine expert and entrepreneur Ruud Scholten has been following the growth of interest in Port wine cocktails and says, "this is an exciting opportunity for Port to reach a new audience, and to show that it's not just an old man's drink anymore."

Scholten is on a mission to introduce Port wine to as many people as possible, and will shortly publish a book devoted to Port wine cocktail recipes. The Portologist – Crafting Port Wine Cocktails will be published in 2025, with Scholten claiming it to be the world'P first. The book will include plenty of informative background on Port wine styles and their production, in addition to a range of cocktail recipes from the classics ... to new and innovative concoctions.

Scholten is particularly a fan of the *Espresso Martawny* – a delicious reworking of an espresso martini, where the vodka is swapped out for a Tawny Port. He also mentions Port's special skill – it provides flavour, body and sweetness without the high alcohol of many spirits or liqueurs.

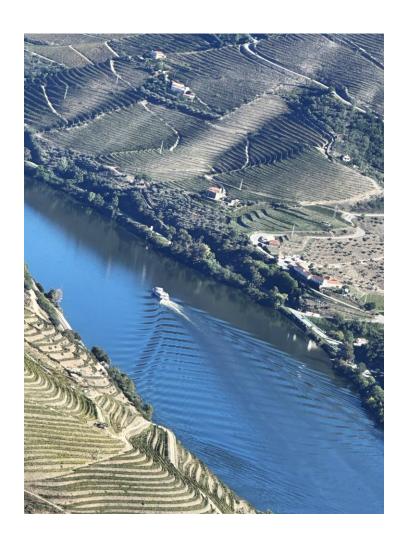
Scholten is working in collaboration with award winning author and editor Simon J Woolf, to produce the book. The pair launched a crowd-funding campaign to aid the book's publication on November 4th, with a number of exciting early bird options available to supporters who get in quick. Sign-up to get your copy of **The Portologist** here: www.theportologist.com

Ruud's contact info: hello@prtwine.com and mobile: +31642219626



PORTUGUESE WINE TOURS

2025 TOURS - TO BE ANNOUNCED IN DECEMBER



Now taking Reservations for private group tours in 2025.

In 2025, we will celebrate our 20th year of hosting wine tours throughout Portugal!

For more information, please contact: roy@fortheloveofport.com

























DOURO WINE NEWS YOU CAN USE

A fascination of mine regarding the Douro, has always been to observe each growing season upriver. Indeed, it's a far easier task now living in Porto, than it was from Seattle. In 2024 I was fortunate to take a few day trips to witness bud break, flowering and veraison of the grapes up in Douro. Late May, a week upriver provided an opportunity to see the vineyards as they began to come alive and soon thereafter a few weeks spent in Douro during vindima. It is a pleasure to journey by train to see what's going on, plus simply calling friends to learn their impressions.



Learning from experts has taught me a lot more than I used to know. Listening to winemakers and viticulturists provides far greater insight on this topic. **David Guimaraens** the head of winemaking for *The Fladgate Partnership* succinctly summarizes what has shaped up to be a very fine 2024 growing season and harvest time, resulting in what looks like a promising vintage for table wines and Port. Click on the link below to see and hear David's fine assessment: https://www.youtube.com/watch?v=ZwiNSj2Iq3Y



NEW PORT WINE



Crasto 30 Year Old Tawny Porto

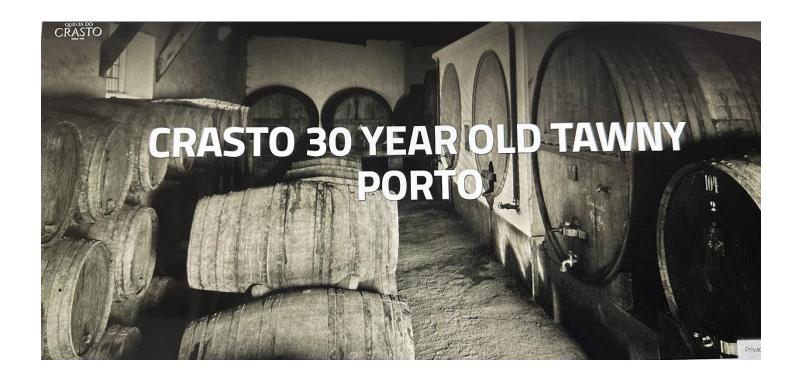
Quinta do Crasto 30 Year Old is an aged *Towny* Port that has been matured in Portuguese oak vats for an average of 30 years. Made from selected Port wines coming from our best vineyards, this blend combines the complexity given by the older wines with the freshness and lively acidity delivered by younger wines. The result is a sophisticated, balanced wine.

During its long ageing process aged *Tawny* Port will show a subtle change in color, acquiring an amber hue turning the young rich fruit into elegance, showing a silky texture and intense, smooth flavors which only time can offer.

Crasto 30 Year Old *Tawny* Porto is bright amber in colour, with coppery nuances. The nose offers a remarkable complexity and aroma intensity and shows a combination of dried fruit, caramelised figs, toasted almonds and orange jam with hints of honey and delicate notes of spice and iodine. The palate is concentrated and full-bodied, with a smooth, fresh texture. Long, lingering and extraordinarily complex finish.

Crasto 30 Year Old *Tawny* Porto should be served slightly chilled between 12 to 14°C.







The Choice is Clear

IF you are a wine lover ...

There is a significant neo-prohibitionist, anti-wine and anti-alcohol movement. It is certainly an existential **threat** that is well-funded and has no qualms about infringing on your right to enjoy wine. Please help the fight to prevent this from spreading any further. The responsible and moderate consumption of wine – which is the way the overwhelming majority of wine consumers enjoy it – is being stigmatized by the removal of the distinction between alcohol abuse and the moderate wine consumption within a healthy and balanced lifestyle. Join VITAEVINO and please **sign the Declaration** to fight for your freedom and your right to drink wine ... in moderation!

Go to www.vitaevino.org/ and share this with your wine loving friends, as if your future wine drinking pleasure was in the balance. Because it is! And please do not forget to read and sign the enclosed document in order to protect our rights, to drink wine as we please!



PORT STORIES



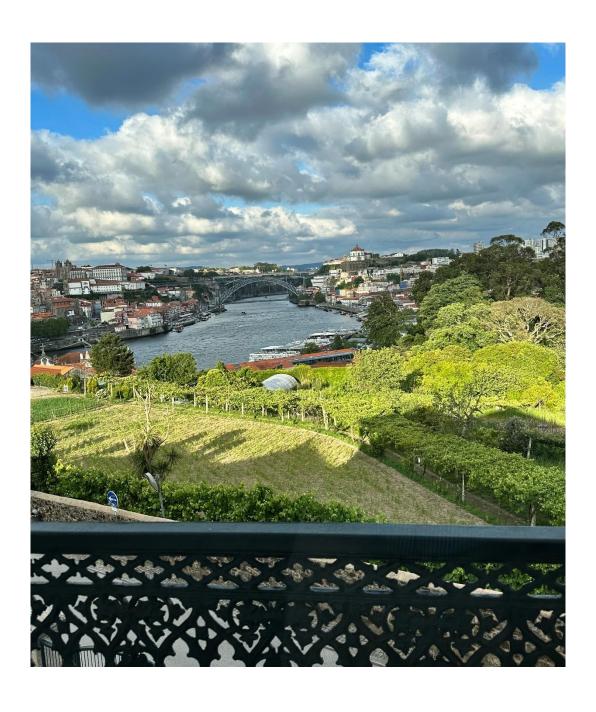
You have read about Ruud's book above. Now learn more about his adventures with Port in this great STARBOARD Podcast by Rebecca F. Fryer. #drinkport

Are the real housewives of the Netherlands drinking Port wine?

In the premiere episode of season two of #drinkport, I catch up with **Ruud Scholten**, who lives just outside of Amsterdam. He's a serial entrepreneur and founder of an exciting online Port platform that's designed to be the ultimate resource for Port wine enthusiasts. He's also the author of an upcoming book "The Portologist" featuring Port wine cocktail recipes.

We chat about parenthood, virtual reality, the perception of Port wine (is it really a drink favored among housewives in the Netherlands?), and more. Listen now:

PORTraits OF PORTO



A FINE VIEW OF PORTO & GAIA FROM A BALCONY AT THE GRAHAM'S PORT LODGE



PORT PERSONALITIES

IN FOCUS

The FTLOP series, Port Personalities In Focus, has become vital in our mission to introduce readers to members of the Port, and Portuguese wine trade. In Focus will be included in all future newsletters, concentrating on promoting people who usually are not in the media's spotlight. In Focus brings you candid comments, personal perspectives, and an understanding of the people inside the Portuguese wine trade: from sales and marketing professionals, master blenders/winemakers, distributors and importers, managing directors and owners. In Focus, will introduce you to individuals who work at small family-owned operations to the largest wine companies in Portugal. We hope you'll benefit from meeting the people on these pages.

FTLOP is proud to introduce you to: GEORGE SANDEMAN



1. Please share some information about your life and how you wound up working in the Port trade, and at what age?

I was born in London in September 1953, because "my mother was there".

My mother was Romero Valdespino by birth, descended of D. Alonso Valdespino, one of the 24 Knights who accompanied King Afonso X in the liberation of Jerez de la Frontera in 1264, and producer of Jerez-Sherry-Xeres Wine.

My father was the sixth-generation descendant of George Glas Sandeman, founder of the George G. Sandeman Company in London, who acquired the wine business founded in 1790 from his uncle, George Sandeman.

Being the first-born of my family and seventh generation since the founding of Sandeman as a wine merchant, I have always felt a strong connection to wine. From an early age it was natural for me to visit the "bodegas" in Jerez, and I remember well, at age 5, coming by car from England with my grandfather to pay a visit to the Bodegas. I have photos with my two grandparents - Patrick Sandeman and António Romero Valdespino - at the entrance of the Sandeman Bodega in Jerez.

It was funny that the two Bodegas were wall-to-wall neighbors, and as a child for many summers I stayed at my Valdespino grandmothers house, and walked to Sandeman, past the door of the Valdespino Bodega.

At Sandeman, I circulated freely – at the age of 8 or 9 years - "helping" and learning from the men who treated the Sherry *soleras*. My favorite spot became the bottling line, where at age 10, I spent days performing a fixed function - sometimes on the hand-held bottler, sometimes on the labeler, or the bottle washer. Of course, the speed of the lines at that time was much slower than today!

When I made my first visit to Portugal and to Porto at the age of 10, I was traveling by car with my father and younger brother, and I was set on the path to follow my father into the wine business. At that time, it never occurred to me to "escape" the responsibility which came with the privilege of being a descendant of two great names in the historical wine business.

However, at the age of 17, I suggested to my father that I would not join the company upon finishing school, and he was furious! It was the worst argument we ever had!

A few months later I started my first internship in Sandeman, at the winery in Peso de Regua in the Douro. A clear indication from my father that he was serious about my going into the company.

Four months in the Douro in 1971 was an eternity for an 18-year-old, and the monthly opening of the cinema in Regua, which showed memorable films of Sofia Loren in her heyday, was a highlight. Working the very wet 1971 harvest, in Celeirós and San Mamede de Riba Tua, followed by a further five months in the Lodges in Porto, was a great grounding in the art of Port making

In fact, it took me about six years - between internships and other jobs - to take up a position in the export department in London in 1977.

In 1980, Sandeman was acquired by the Canadian company Seagram and I moved to New York, where I spent about 10 years, working in marketing for several of the group's companies, handling wines from around the world including California, Spain, France, Germany and Port, which allowed me to visit and learn about many regions.

In 1990, I came to Porto to manage the Sandeman Port Company under the Seagram umbrella. My father retired in 1992, and I became Chairman of Sandeman and Royal Warrant Holder.

It was during this time that we restructured the whole Sandeman portfolio, with a focus on the Aged Tawnies, upgrading the quality of all our Ports and premiumizing the image of Sandeman.

In 2002, Seagram was dismantled and sold off, and after working for 20 years with the Canadian company, Sandeman (and I) joined the Portuguese company Sogrape, owned by the Guedes family. As a Board Member, I had little to do with Sandeman from then onward and became responsible for the company's Government and Public Affairs area, maintaining relationships with Government offices, trade associations and federations, both at national and European levels.

This led me to start my new company – EXAMPULLA – through which I can share the experience I have gained over 40 years.



2. What is your favorite style or category of Port to drink at home, and can you mention some of the most memorable Ports you have ever consumed, and why?

This is not an easy question because it all depends on the mood and the occasion. However, I'd say that a Sandeman 20 Year Old Tawny is still my Port of choice on a daily basis. Having said this, a mature Vintage Port is a pleasure and a privilege, but I do enjoy a Port Cocktail (although Portonic is low on my list in this respect).

I can say without doubt that my two most memorable Ports are Niepoort's Garrafeira 1952 which I first experienced in 1992. I had received a bottle from Rolf Niepoort at the end of 1990, and it took me a while to find the occasion to open it. I was so taken with the wine that next morning I messengered a handwritten letter to Rolf telling him that it was the best Port I had experienced.

By lunchtime the messenger returned with another bottle and a note from Rolf saying "better a full bottle than and empty one!". It is a typical example of the generosity of this family, a tradition continued by Dirk.

In my year as Treasurer of the Factory House, I was able to serve Sandeman 1945 from the cellar at the Treasurer's Dinner. It had been put in by my father and was absolutely fabulous. It was so good that Bruce Guimaraens stood up and complimented the wine selection after the loyal toast

I must mention the Sandeman 1873, which our friend Stewart Todd brought to the 2024 Confraria dinner. Although the fill was mid-shoulder, the Port was remarkably fresh and alive. The thrill of mature Vintage Port is not just drinking a wonderful mature wine, but contemplating the history which has taken place since the wine was made.

3. Besides those mentioned above, who are some Port producers that you most enjoy drinking, and please reveal a few emerging Port firms which have impressed you?

It depends on the category. One favors styles which one is most familiar with, but there are other companies' styles which are also outstanding. It has been interesting to taste some of the releases from smaller Douro based producers – especially old Tawnies

I have always enjoyed the wine from Andresen, Cockburn, Croft and, of course, Niepoort.

4. What brings you the most joy in what you do within the Port & Douro wine trade?

The people who have stood by me after my departure from the Confraria Board. These people are true friends.

There is a lot of pleasure to be gained when introducing new drinkers to the simple pleasure of enjoying Port, chilled or on ice, in cocktails or simply on its own. The best surprise is that when Port is matched with food - other than the traditional cheese or dessert!



5. Would you please share one piece of unique trivia or historical information about you current company that would be new to FTLOP readers?

Easy part: "Most happiness" My first salaried job was with Hedges & Butler at Mile End, where they set up bottling installations for spirits and wine. I anonymously joined the "Outside Maintenance" group and was put in charge of a "gang" responsible for cleaning the insides of the half-million liter underground stainless-steel tanks which were being built to store high proof Bacardi Rum imported from Puerto Rico. One of the Irishmen on the gang complained that his nephew had decided to join a rock band and that was not real work! Today his nephew is better known as Bono.

I still think of the inside of those tanks every time I use wire (steel) wool! It was a great experience, and I learned a lot of the ins and outs of working in a production environment looking from the ground up, which has proved very useful as I progressed through management roles in later life.

After 40 years in the wine trade, I decided to put my experience in the numerous roles in which I have worked into something I could share to support people and organisations in the wine sector. I named my company EX AMPULLA (Exampulla Lda) the Latin for "out of the bottle".



6. Which individual has been your greatest mention and how have they inspired you?

The person who influenced me most was Hugo Ungricht, a Swiss who had adopted Jerez as his "homeland." He was for many years Managing Director of Sandeman Jerez, and during the Spanish Civil War, was the faithful custodian of the company. Being a Swiss, he could not be touched. He taught me the importance of having values at work and treating people in the company as people. He had the habit of being the first person to arrive in the morning, go round the Bodega, and greet every person he met by name - and there were more than a hundred workers. He was tough and disciplined with me, and taught me discipline and the art of leadership by example, and ensured that I learned the mysteries of Sherry.

When I first came to Porto a big influence on enjoying Port Wine was Robin Reid, Managing Director at Croft and I was lucky to be a regular guest at Robin and Elsa's house when I was in Porto in the '70's - not only because they were so much fun and served great Port wines, but also because they had four lovely daughters!

In the Tasting room in Gaia, an inescapable influence was my great friend Eduardo da Costa Seixas, who always guided me in the fragrances of Port Wine, noting that the aroma is more important than the color. He was Head Taster at Sandeman for years and today continues to produce Port and Douro Wines at Quinta de Santa Júlia in the Douro, high above Regua.

7. What is the greatest challenge facing the Port trade today? What about the Douro wine trade?

Port is in a peculiar place. While premium Ports and collectibles may still be generating interest, the younger basic wines are losing significant volume. The challenge is to turn around this low interest by new consumers.

There is a lack of unity within the Port sector, and a constant unstable relationship between the major Port companies, competition with small producers and the inefficient promotion makes it very difficult to turn Port around at this moment. We see this in the declining numbers of Port sales, the high inventories and the reduced harvest purchases.

Without unity, there can be no progress. This unity requires vision, and there is no vision of what Port should be and how it should be positioned to the modern consumer.

Above all else, Port needs everyone – producers and shippers - to work together, to agree a clear category objective and strategy which will reinforce the image of the 90% which is not Vintage! This will require creativity and promotion which has not been done by IVDP (a regulatory body) or AEVP (a political association).

It needs to be done by a neutral organization which brings everyone together to promote Port in a professional and creative manner, making it appealing which adds value to the consumers life.

The Douro wine trade has grown very well in the last 15 years, but its sustainability is at risk as production costs rise, and retail prices in the marketplace don't increase to a realistic level.



8. Can you share one <u>new</u> project or improvement that your company is currently involved with?

My company, EX AMPULLA (<u>www.exampulla.com</u>), is at work on several projects, in great part supporting Public Affairs and Education.

There has been an increasing stigmatization of wine by health authorities as they stop distinguishing between alcohol abuse and the moderate wine consumption within a healthy and balanced lifestyle – putting the wine sector at risk.

I am currently supporting the launch of VITAEVINO (www.vitaevino.org) a campaign in support of the culture and moderate consumption of wine launched to give a voice to citizens, consumers, and the vast wine community.

9. What can the industry do to improve the promotion and education of Port wine and grow market share in the ever-evolving global beverage marketplace?

Curiously, Porto, which we always consider with the weight of its tradition, is a wine of innovation. Created by the new oenological practice of addition of brandy during fermentation, it has innovation throughout its history - the blending, the Vintage Port, the classification of Old Tawnies with Year, the LBV, the Old Whites with Year, are all evolutions of the original wine, and even Rosé Port can be considered innovation!

For me, Port Wine is certainly not just a wine of innovation, but also of variety, with different aromas and flavors and colors that range from more intense purple to more golden tawny. It is difficult to decide on one style that I love more than another – it has to be in context with the moment, the occasion or the food and company.

However, rejuvenating the image of Port among younger wine drinkers is key, reducing the formal, old-fashioned, "my grandparents drank Port", is a key step. Sandeman always had a branded marketing approach which presented Port as a drink which everyone could enjoy. As far back as 1955 the Sandeman book had suggestions on ways to enjoy Port. A neck-label promoting Porto Branco and Tonic was used in 1963 to communicate in the USA, and in 1996 we sponsored a book entitled "Port to Port", which showed Port in the light of fashion, food and cocktails.

Innovation should be applied to the way Port is communicated and presented to make it more relevant to potential consumers. The language for Zillenial consumers must be different to that used to speak to Millennial wine drinkers.

The way we express information on Port has to resonate with the audience with which we are communicating.

One thing is certain; when people try Port for the first time, they are surprised at how good it tastes, and it always surpasses their expectation!

10. What non-wine activities do you enjoy?

Swimming in the sea.



FEATURE ARTICLE

A Brief Bio on Moscatel de Setúbal



Article by Roy Hersh © October 2024

Thirty years ago, I landed in Portugal to begin my explorations, and most would expect that took place up north in Porto/Gaia and the Douro Valley. But that was not the case, as we stayed in Palmela, at the renowned Pousada there. It was one of the nicest hotels I had ever been to at the time, and certainly the oldest, as it was my first time in Europe. So, visiting the nearby, world famous Moscatel de Setúbal area was part of the *plan* from the beginning. But I only knew of one producer back then, as the village of Azeitão (in the Setúbal Peninsula) was far quieter and less traveled than it is today. "Sleepy" doesn't even begin to describe it. ... quaint does!

As a newbie to both Portugal and Europe, everything seemed historic and older than anything I had ever seen. My gal laughed at how awestruck I seemed, as she was from the Middle East and had been to Europe several times, but never Portugal. I asked at the hotel's front desk if they could arrange for us to visit a place called, Jose Maria da Fonseca. Sans their help "no way" and with zero language skills beyond English and some French, this part of the country was not well versed in English back then. Today, it is completely different. Now, a bit more about the region.

In the beginning, circa 2000 BC, the earliest vineyards were planted in Setubal, the oldest in the Iberian Peninsula. In modern times vineyards took root again in 1907. as the region was also demarcated that very same year. After the Douro, it is next in line as the oldest in the country. It is in close proximity to the Tejo and Sado rivers, and not far from the Atlantic ocean.

There are myriad microclimates and some extreme changes in the topography of the Setúbal region, but blessed with a wonderfully warm and moderate climate, with very hot summers, but cool nights, not too different than the Douro, and less hot than Alentejo. Table wines, Moscatel de Setubal and Moscatel Roxo de Setubal can all be found on the peninsula, with a total area encompassing 9,210 hectares planted to grape. JMDF owns at least 650 ha upon our last visit.

Back to the future, and now exactly 190 years after its establishment in 1834, Jose Maria da Fonseca is not only the best-known producer in the region, but one of the finest in Portugal. After that first visit in 1994, I did not get back there again until 2015, believe it or not, on our first "Five Regions Tour." We've now brought a handful of groups through the Setúbal area and have visited a bunch of producers.



Beyond JMDF, or as most people know it by, JM da Fonseca, there are several others worth visiting, but we usually stick to just two or three. Another very well-known place that is large and very "corporate" is Bacalhoa, while Quinta do Piloto is one of the "newer" wineries, and charming, but without anything really old in terms of their Moscatels. But the young ones are tasty too!

I like to visit the two most historic, family producers both large, (JMDF) and small, Casa Agrícola Horácio Simões. The experiences could not be more different, yet both offer fantastic visits with an appointment, although JMDF is open to the public. These two places are equipped to handle our groups and we can typically visit both, in what becomes a very long day of Moscatel and table wine consumption. One of these days, we will get to Bacalhoa, as I've heard it is decadent.



The Setúbal Peninsula is only an hour's drive from Lisbon, it is southwest of the capital city. There are also great cheeses made here, but that's another story for another time. As this article is a tie-in with the buying opportunity, I am going to close the lens a bit and focus on Jose Maria da Fonseca and some interesting factoids.

JMDF was the first in the entire country to bottle a table wine with a date and label on the bottle. It was called, Periquita which is likely a brand that Portuguese table wine aficionados already are familiar with. It still exists today and can be found around the world. In fact, JMDF exports to around 70 countries and is one of Portugal's most well-known names in wine. If the name *Periquita* is not one that you recognize, how about a name that everyone knows, *Lancers*. Yes, Lancers belongs to JMDF, and it was created eighty years ago, towards the end of World War 2.

But first and foremost, the most iconic adult beverage produced by JMDF is their renowned, Moscatel de Setúbal. I believe (IIRC) that this name was not used in the **region** until 1849, which was sixteen years after JMDF was founded. By comparison, Periquita, the table wine, emerged one year later in 1850; and JMDF also makes a pair of wines in the Douro region, which are called Domini and Domini Plus, from a vineyard of 15 hectares, Quinta de Mós. Only mentioned because I am sure some of the Douro lovers reading here, already know this property. But I digress ... somewhat on purpose.



Jose Maria da Fonseca is now in their 7th generation ... all in the family. We have met members of both the 6th and 7th generations, and most often the oenologist, Domingos Soares Franco or his nephew, Antonio (Jr.) spend time with us during our visits. Domingos is known all over the country, and the world. More than 40 years ago, he was the very first citizen of Portugal to graduate from the University of Davis, a world-renowned winemaking and viticultural program in California's wine country. He is known as a great innovator and a wonderful, genuine man, the kind you'd like to sit at a bar and have a beer with. He is completely down to earth and gregarious. And there are few people around the globe more versed in the various Moscatel grapes than he is. He is a walking wine encyclopedia!

The FTLOP buying opportunity is going to include four Moscatel de Setubal bottlings, all under the Alambre brand. If not mistaken, that began circa 1907. I know that it was derived from the place where one of the earliest estates of the family existed, where JMDF first planted Moscatel grapes. Prior to that there were Moscatels made by JMDF and they have "vintage dated bottles" back to around 1863 in their fortress of a cellar. In all my visits, I have looked in it through a huge locked door. Only once was it opened for us and we spent quite a good time once inside, and Domingos was very proud to allow us to have a VERY rare privilege to even be allowed in one of Portugal's "holy grails" of wine ... which is saying a mouthful!



Unfortunately the incredible Trilogia is not part of this buying opportunity, but was offered in one of my previous buying ops for FTLOP subscribers. Snooze you lose. But the Alambre Moscatels are well-known and from the Muscat de Alexandria variety. JMDF also makes some Moscatels from the Roxo grape, but those are a grape of another color purple to be exact ... the name of the grape, means exactly that!

For those that have never had any Moscatel before, it is a fortified sweet dessert wine, but only about 17.5% alcohol by volume. It is very sweet and quickly approaches close to 200 grams per liter of residual sugar. But it does not necessarily give that impression as the acidity is something to behold. Not as sharp as in Madeira, but to put it into Port terms, more like a well-aged Colheita, concentrated with loads of fig and prune flavors but more precise, as there is a nutty quality to the Alambre wines and varying levels of richness, depending on age.

There are also vintage-dated Moscatels produced by JMDF, but unfortunately, this time I was limited as to what was finally negotiated on behalf of a US-based import company that is large, well-known and highly respected. But you will get to read more about what IS available on the pages to follow. But simply put they are wood-aged blends and remain in cask until bottling is required and are typically blends of several, or many different aged components and that is why they have such great vivacity and complexity. Your are in luck, read the tasting notes!

Join our "Regions Tour" in 2025 and you will get to visit here, and it is not at JMDF!



FILOP BUYING OPPORTUNITY

EXTRAORDINARY NECTAR FROM PORTUGAL

Jose Maria da Fonseca's - Moscatel de Setubal



These four blends tend to be older than what's on the label and represent great value for money. They offer a long shelf life once open and hail from one of Portugal's 3 finest dessert wine regions!



The Jose Maria da Fonseca Story

A family business with almost two centuries of history, and one that has known how to remain up-to-date without ever sitting back on its laurels. José Maria da Fonseca has been making wines since 1834, resulting from the shared passion of a family that has known how to preserve and protect the memory and the prestige of its founder. The family is now on its 7th generation managing the estate, with the same commitment to excellence.

Well aware of the responsibility of being the oldest producer of table wine and Setúbal Moscatel in Portugal, José Maria da Fonseca follows a philosophy of permanent development, constantly investing in research and production, combining the latest techniques with traditional know-how. An example of this is the José de Sousa Rosado Fernandes Winery, at Reguengos de Monsaraz, Alentejo, where the Roman tradition of clay pot fermentation is maintained alongside the latest technology.

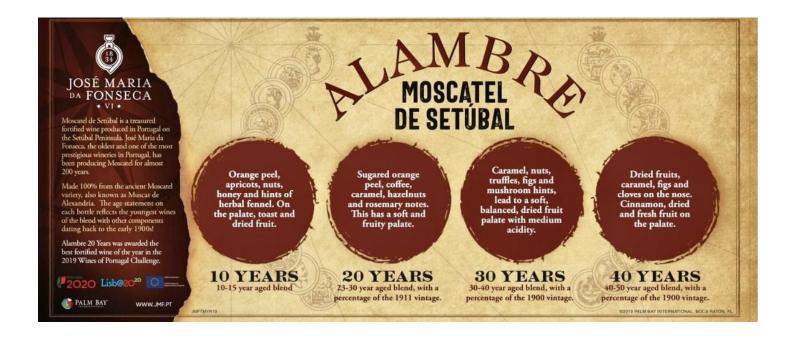
Continuing to invest in benchmark products on an international level, always produced by the highest standard, José Maria da Fonseca has contributed decisively to the promotion and prestige of national wines. The nearly 650 hectares of vineyards and a winery equipped with the latest technology, which competes with the best in the world, produce wines that combine the experience gathered throughout its history with the most advanced winemaking techniques.

In addition to all these resources, what most characterizes the work at José Maria da Fonseca is a great passion for the art of winemaking. It is this passion capable of generating emotions that José Maria da Fonseca shares with consumers every time they try one of the company's wines.

<u>Tours of the historical manor house and cellars are available</u>, as well as wine tastings from across the estate's full portfolio, at the headquarters in Setubal just SE of Lisbon.

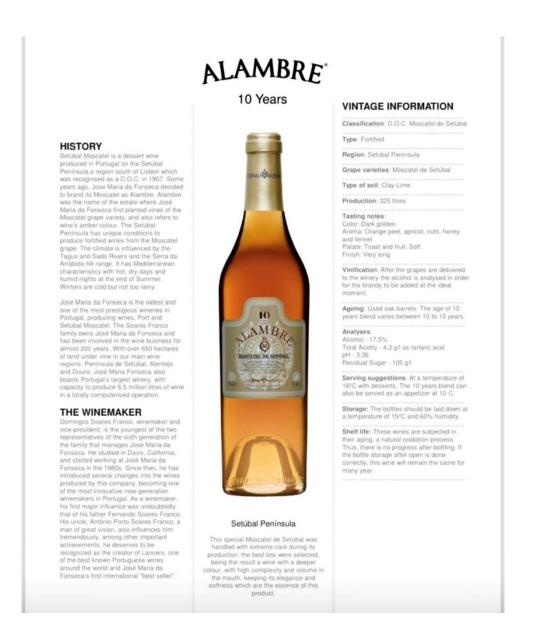


IN THE PRODUCTION OF JOSÉ MARIA DA FONSECA MOSCATÉL DE SETÚBAL, GREAT CARE IS TAKEN IN SELECTING THE BATCHES THAT MAKE UP THIS PRODUCT. THE VINTAGES THAT MAKE UP THIS BLENDED WINE ARE AGED IN NEUTRAL USED OAK BARRELS UNTIL THE BOTTLING DATE.



Please Note: These were my early impressions that came from a set of three tastings on a Monday, Wednesday and a Friday. But to test their durability, I left them in a cold refrigerator (39 F./3.9 C.) for seven weeks and then tasted them all again, both lightly chilled and at room temperature. There was almost no discernible change in that time frame. They seemed to gain more body weight, but otherwise, both aromatically and on the flavor profile, they were virtually the same. *These Moscatels, have at least as much staying power as any Tawny Ports,* and likely would have been able to remain in top form for another month, possibly longer. Impressive! I plan to keep them another month in my refrigerator so I can get an even clearer picture. Having visited JMDF in Setubal back as 1994, even **before** visiting Porto and Douro(!) and many times since. I have learned from their head winemaker Domingos Soares Franco, who I trust implicitly, he believes these bottles once opened, can literally last for **years** in great condition, IF kept away from light and maintained at a steady temperature in refrigeration. One other excellent benefit of the JMDF Moscatels from Setubal, is their low alcohol content, (17.5%) in comparison to their Portuguese dessert wine cousins, Port & Madeira both of which are in the 20% range.

Here are TNs and tech sheets on the JMdF Moscatel de Setubal's offered:



n/v Jose Maria da Fonseca "Alambre" 10 Year Old Moscatel de Setubal – Amber orange color with ruby highlights at the core and a golden rim. Intense fragrance from the very first whiff. Dried peach, raisin and fig essence immediately greet the nose with a faint oxidative nuance. Emerging with more time open, came scents of almond, treacle and a honeyed note that lingers long. Light on its feet yet with a medium body. There is plenty of sweetness at 105 g/l of residual sugar, but by no means does it ever seem over the top. The dessert pairings for this are endless ... and/or even paired with a great cigar. Nonetheless, I find these fine Moscatels are perfect just hanging out and sipping in front of a nice fireplace. As this warmed up in glass the richness became more prominent, and the mouthfeel is smooth but lithe. This 10-year-old delivers distinct flavors of ripe sultana, nuttiness, and a scoach of caramel, in a soft frame. The acidity is key here and it handles the sweetness while offering excellent symmetry, plus it helps to elongate the exotic and scrumptious finish, featuring a sinfully sweet fig liqueur aftertaste.

NOTE: The 10-year-old is \underline{NOT} sold on its own in this offering. It can be purchased as part of the four pack which offers "100 years of Moscatel" with a single bottle of 10/20/30/40 bottlings. You can purchase a *discounted* 12-pack which features *three each* of the 4 bottles highlighted above.



n/v Jose Maria da Fonseca "Alambre" 20 Year Old Moscatel de Setubal – Medium dark amber, far more so than the 10 year old. A swirling bouquet of cinnamon, dried date, spice cake, and stone fruits. The sweetness is prominent, while the acid is up to the challenge and in synch. It has the body of a middleweight, yet the mid-palate is crammed with unctuous waves of flavor including ripe apricot, crystalized honey, loads of torrefaction and it's seemingly more influenced by time in wood. Deeply concentrated and harmonious, a noticeable step up from the 10, which I liked, but this is brilliant and makes quite an impact on the nose and more so on the decadent palate. An excellent sticky @182 g/l of RS. My last impression, beyond the insanely long finish, was that this Moscatel was considerably older than 20 years of age! 94 points ~ 9/6/24

ALAMBRE.

HISTORY

atel is a dessert wine produced in Portugal on the Setúbal Peninsula, a region south of Lisbon which was recognised as a D.O.C. in 1907. Some years ago, Jose Maria da Fonseca decided to brand its Moscatel as Alambre. Alambre was the name of the estate where José Maria da Fonseca first planted vines of the Moscatel grape variety, and also refers to wine's amber colour. The Setübal Peninsula has unique conditions to produce fortified wines from the Moscatel grape. The climate is influenced by the Tagus and Sado Rivers and the Serra da Arrâbida hill range. It has Mediterrane characteristics with hot, dry days and humid nights at the end of Summer

José Maria da Fonseca is the oldest and Portugal, producing wines, Port and Setubal Moscatel. The Soares Franco family owns José Maria da Fonseca and has been involved in the wine business for of land under vine in our main wine ions: Peninsula de Setúbal, Alenteio and Douro, José Maria Fonseca also boasts Portugal's largest winery, with capacity to produce 6.5 million litres of wine in a totally computerised operation.

THE WINEMAKER

vice-president, is the youngest of the two representatives of the sixth generation of the family that manages José Maria da Fonseca. He studied in Davis, California, and started working at José Maria da Fonseca in the 1980s. Since then, he has introduced several changes into the wines produced by this company, becoming one of the most innovative new-generation winemakers in Portugal. As a winemaker, his first major influence was undoubtedly that of his father Fernando Soares Franco His uncle. António Porto Soares Franco, a man of great vision, also influences him tremendously, among other important achievements, he deserves to be recognized as the creator of Lancers, one of the best known Portuguese wines ound the world and José Maria da Fonseca's first international "best seller"

30 Years



Setúbal Península

This special Moscatel de Setúbal was handled with extreme care during its production; the best lots were selected, being the result a wine with a deeper the mouth, keeping its elegance and softness which are the essence of this product

VINTAGE INFORMATION

Classification: D.O.C. Moscatel de Setúbal Type: Fortified Region: Setúbal Península Grape varieties: Moscatel de Setúbal Type of soil: Clay-Lime Production: 325 litres Tasting notes: Aroma: Caramel, nuts, truffles, figs and Palate: Dry fruit, very soft, but with balanced Finish: Very long Vinification: After the grapes are delivered to the winery the alcohol is analysed in order for the brandy to be added at the ideal Ageing: Used oak barrels. The age of 30 d - 18.7% Total Acidity - 5.7 g/l as tartaric acid pH - 3.44 Residual Sugar - 190 g/l Serving suggestions: At a temperature of 16°C with desserts Storage: The bottles should be laid down at a temperature of 12°C and 60% humidity their aging, a natural oxidation process Thus, there is no progress after bottling. If the bottle storage after open is done correctly, this wine will remain the same for many year

n/v Jose Maria da Fonseca "Alambre" 30 Year Old Moscatel de Setubal – Surprisingly a shade lighter amber-orange than the 20, with a caramel colored rim. A profound amplitude of aromas prove the house style to be extremely consistent and tasting confirms that, yet again. The similarities are closer with the fragrances of the first three tasted, with sandalwood, baking spice, a smoky seductive scent of sweet tobacco leaf, a hint of eucalyptus, and loads of freshly made nougat. Scintillating! The palate provides more richness and is medium-full bodied, dense and luscious ... what I like to call: mercurial on the tongue. The 20 showed a huge step up in residual sugar on the palate, yet it is topped here by 190 g/l. Fortunately, this 30 has *electric* acidity and can handle this level of expressive sweetness. For my palate, tasting all four at each sitting ... this presents just slightly less sweet, which only happened due to the lively acid in this nectar. The flavors range from exotic dried tropical fruits, marmelo, overripe melon and toffee. Unctuous and worthy of a six-pack purchase, the prolonged finish of this wine is practically overwhelming in its sheer intense impact, and underlying complexity. 95 points ~ 9/6/24



n/v Jose Maria da Fonseca "Alambre" 40 Year Old Moscatel de Setubal - Very dark caramel hue with tawny-gold rim and flecks of garnet at its core; reminiscent of an early 20th century Malmsey and lovely to look at. The admirable aromatic accents were never static, and every whiff elicited another note on the scale: this was the first of these JMDF's to present any VA and it only added to the magic of this elixir. Other scents were black tea, cedar, teriyaki, torched sugar, an interesting hint of iodine/saline, and Amaretto. Really heady stuff! The 40 is full-bodied, and in a different league. The exotic mouthfeel shows smooth and velvety, with more glycerin and richness than all the rest. And it was while discerning this dynamic that it hit me, that this contains some of the famous 1900 vintage, which I once owned a single bottle of, years ago. There is a Moscatel purity here, as I find in several Aussie versions too. It was akin to sipping succulent sultana or licking the spoon after eating a perfect crème brûlée, with moments of candied orange peel, prune, and overripe apricot. And as sweet as this voluminous vixen really is, (with 187 g/l of residual sugar) the cleansing acidity provides deft balance here. The lengthy aftertaste equals the staying power of the Energizer bunny, but it's the vibe of intensity and waves of flavor that make this such a monumental Moscatel. Simply an iconic Portuguese dessert wine, which will win over many hearts! It was a difficult decision between this score and going a point higher, but I decided to err on the moderate side, this time. 96 points $\sim 9/6/24$

Rules of the road:

Purchase Minimum and Quantities:

There are **NO minimum purchase requirements** for the 1st time of any previous FTLOP buying op, but the quantities on a few of these bottlings are limited. **First come, first served until sold out.** I can promise you one thing, snooze you lose. These exquisite Moscatels, from Setubal's #1 producer, are now in the USA and should likely be shipped in time for the holidays!

Window opens:

This is a pre-sale offer and it is valid for placing orders between **Friday**, **November 1**st, **2024**, and ends *midnight*, **Thursday**, **November 7**th **2024**. Ordering can begin immediately after your newsletter arrives. Please make sure all orders are in on time *as no late orders will be accepted*. Wines are sold on a first come, first served basis.

A Rarity because:

These are an importer direct pre-sale. You won't ever get another chance to buy at these prices ever again! The wines will ship from the importer's warehouse to VinConnect, only once the order window is closed. This cuts out two layers of profit, the distributor and the retailer. And since they are already in America, you do not have to wait for them to be sent from overseas! Sweet deal!

How to order:

For 13 years VinConnect has worked with 80+ top international wineries enabling direct online sales to U.S. customers. They have built a page designed solely for this specific FTLOP buying Op, in order for you to purchase the available Jose Maria da Fonseca Moscatel wines. By clicking the link below, you will be taken DIRECTLY to the ordering page and you just need to decide on how many of which wine you want to order -- then click to add them to your shopping cart, (indicated by the icon on the top right). Once all desired items are in the cart, proceed to the check out, (on their secure server) where you will enter the billing and shipping information. Please read the rest before you order, so you will understand further *benefits* and details!

Only Available in America

Payments: (add items to cart)

VinConnect accepts all major credit cards for payment and PayPal as well.

Shipping and an FTLOP exclusive BONUS!

Every single buying opportunity ever negotiated, required a **minimum purchase of 12** bottles regardless of whether they were 500 ml or 750 ml bottles. For **this one** buying op ONLY, and for the very first, we have eliminated the need to purchase a full case of 12. Likely this will never happen again. So, please pay attention to the difference in what provides you the <u>bonus</u> below.

VinConnect's standard shipping is to your home or business, and no shipping will be prior to **December 1**st **2024.** When you purchase a minimum of \$350.00 VinConnect will ship to you ANYWHERE in the USA for **FREE**. This will be delivered using standard ground shipping. Yes, this is a first-time perk for everyone and there's no minimum number of bottles required, so as long as you buy more than the \$350.00 (which will be very easy to do!) shipping will be free. This sale is **not** open to retailers or distributors to purchase. FYI, typical shipping is \$60 to the West coast, virtually what you'd pay for a one-year subscription to FTLOP. Yet, no matter how many cases you buy, they will all ship for FREE, as long as you meet the minimum requirement.

VinConnect's standard shipping is Ground service. UPS is used for most states, but it is easier to get to some states via FedEx. Shipping is from the Washington, DC area. VinConnect is able to ship to the lower 48 states, a rarity! When your order is ready to ship, VinConnect will notify you via email. **If you want them to hold your wines** under temperature control until a later date for shipping, they will be happy to do so **at no extra cost.** In addition, VinConnect offers other shipping options for those that would prefer to get **PRIORITY** service, for which you will be billed only the incremental cost difference above what you'd pay for Ground shipping.

Insurance is automatically included on your wine shipment for 1% of the purchase price. For packages lost or damaged during delivery, it covers replacement of the items ordered, or a refund of the full purchase price.

Customer service: If you have any questions or issues with your order, please contact VinConnect by email: info@vinconnect.com. They also have a "chat portal" on the order page above, where you can chat with a live person or leave a message if they are unavailable. Both in 2022 and 2023, FTLOP used VinConnect in a far more complex end of year wine offering. I can personally say that VinConnect's management team was not only easy to work with, but they IMMEDIATELY came forward to provide proactive solutions and suggestions, even before we went live.

And our subscribers had zero issues at all and had very nice things to say about their interactions, the professionalism and friendliness of the key individuals they worked with. VinConnect is more than just a slick and efficient website. I had the pleasure of having dinner with the owner of the company not long, and while we already knew each other for well over a couple of years now, I am completely comfortable working with the whole team, knowing they've been at this for a long time and can quickly remedy just about any situation that could possibly arise!

DISCLAIMER: First and foremost, FTLOP is not responsible for any purchases, deliveries or exchanges agreed to between buyer and seller. All individuals who participate in purchases based on the above offer are fully responsible for making sure they adhere to shipping laws and age requirements. Roy has negotiated pricing in good faith directly with an importer of Jose Maria da Fonseca and pricing & shipping with VinConnect on behalf of our FTLOP newsletter recipients and will only ensure that the prices quoted and the offer parameters above are accurate. FTLOP puts buyers and sellers together and prefers NOT to be or get involved in <u>any</u> ordering or shipping disputes and asks you to please contact VinConnect directly. This is the 3rd time we've worked together and there hasn't been any guest complaints!



To make this exclusive FTLOP buying op even more affordable, we decided to present for your drinking pleasure, ALL ... 500 ml bottles.

It is important to note that these bottles are in pristine condition, they are currently being stored impeccably in the temperature-controlled warehouse of one of America's largest and best-known importers of wine. So, there is absolutely no reason to be concerned with provenance, because it doesn't get any better than this!

PRICING GUIDE: (All are 500 ml bottles) Offering flexible options!

20 Year Old JMDF Moscatel de Setubal - \$39.99 each ... or in a 6-pack: \$229.99

30 Year Old JMDF Moscatel de Setubal - \$79.99 each ... or in a 6-pack: \$459.99

40 Year Old JMDF Moscatel de Setubal - \$109.99 each ... or in a 6-pack: \$624.99

- Special 4-pack includes one (1) bottle each: 10/20/30/40 Year Old JMDF Moscatel.
 In other words, a century of Moscatels. Great price: \$249.99
- Special 12-pack includes three (3) bottles each: 10/20/30/40 Year Old JMDF Moscatel.
 In other words, 3 centuries of Moscatels. Great price: \$719.99

Link to access the FTLOP Buying Op for Moscatel de Setubal through VinConnect:

https://shop.vinconnect.com/release/jm-fonseca-store/

Order deadline: Please pay close attention and get your orders in no later than **Thursday**, **November 7th 2024!**

FOR THE LOVE OF PORT: LEGAL STUFF

- 1. Privacy notice: I take this very seriously and will **NEVER** share nor sell FTLOP's mailing list to any marketing firm or disclose it for ANY other purpose, period. All newsletter recipients have personally chosen to "opt in" or pay for their annually recurring subscriptions, which provides .pdf, all articles, plus full tasting note and buying op access.
- 2. Please know that should you choose to be removed from the **FOR THE LOVE OF PORT**® email list, please just reply with 'UNSUBSCRIBE' in the subject line, and we will immediately comply with your request.
- 3. Roy's tasting notes, *opinions* and/or suggestions on specific Port, Madeira and all other Portuguese wines are just that, and in no way represent the interests of any distributor, importer or producer. I may occasionally mention a particular "bargain" or negotiate an exclusive buying opportunity for newsletter subscribers; however this provides no financial benefit to me or FTLOP, beyond the possibility of obtaining new subscribers. As in all cases, "caveat emptor" applies. When purchasing any wine, you assume all inherent risks and liability. I strongly suggest that you do your homework and ask the retailer or seller, questions about provenance and applicable shipping laws.
- 4. There are **NO** advertisements sold and the newsletter is designed to promote and further the cause of Port, Madeira and wines of Portugal. FTLOP is currently read by opt-in Port enthusiasts & subscribers in **82** countries.
- 5. **Transparency:** I accept wine samples for the sole purpose of evaluation and creation of FTLOP's tasting notes. **100%** of the samples received **will** appear as tasting notes in the FTLOP newsletter.
- 6. Permission to use the contents of **FTLOP.COM**® will most likely be granted if you ask me first. Any copyrighted text or photos used without my prior written permission will result in a pox on your kin, or worse.

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* IN PORT WE TRUST *





Instituto dos Vinho do Douro e do Porto When you see this label on a bottle of Port wine, you can rest assured of a high quality product.







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