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## **NEW DYNAMICS IN THE PORT WINE SECTOR: COMPANIES AND BRANDS WITH A FAMILY TRADITION**

### **Abstract:**

Our presentation will focus on two recently founded Port wine producers: Noble & Murat, founded in 2012, and Porto dos Santos, founded in 2022. These two companies are examples of a new dynamic in the Port wine sector, marked by the re-emergence of companies and brands with a family tradition. Noble & Murat, founded in the first half of the 19th century as an exporter of Port wine, but also of other products, especially cod, marked the Port wine market and remained very active until the beginning of the 20th century. This historic brand was rehabilitated in the 21st century, when it was acquired by descendants of two families long associated with the Port wine sector, and now focuses exclusively on the production of high-quality Port wines. Porto dos Santos was originally founded in the first half of the 19th century, but disappeared at the beginning of the 20th century. Recently, the brand was re-registered as a Port wine producer by one of the descendants of the founding family of the original company. These two companies/brands demonstrate the emergence and affirmation of new productive agents in the Port wine sector, particularly the producer-bottler targeting niche markets.

### **Keywords:**

Port Wine; Brands; Family tradition