

# Borba looking to double exports with construction of new winery



Wine producers Adegas de Borba are looking to build on their exports, currently estimated at around 15 percent of production, to almost double with the construction of a new winery that is hoped to increase both the quality of wine and production.

Speaking to Lusa News Agency of the new expansion, Manuel Rocha, CEO of Adegas Cooperativa de Borba, described the new winery, which is already under construction, as an "innovative" project that will be completed and functional by 2011 and represents an investment of €11.6 million.

Conceived using architectural solutions that are "highly innovative", including environmental systems and equipment that is "of the newest generation", the building will occupy around 14 hectares and will be located 200 metres from the existing facilities, to which it is connected.

"The winery already sells to around 30 countries. Our main ambition is to reinforce those exports and break into countries where our presence is not yet as we would like it to be", said Manuel Rocha, who suggested the UK, Germany, USA, Angola and Brazil as examples of those countries, "not forgetting Asian countries, where the opportunity for growth is very big".

"At present we export around 15 percent of our sales", Mr. Rocha continued, adding "We would like to double that amount within three to five years".

Manuel Rocha believes the new winery will give the com-

pany the technology necessary to add even more quality to wines that are already of a "high" standard, "to compete in the market with the main wine producers from across the globe, such as Chile, the USA, France, Italy, Spain, Australia and Argentina".

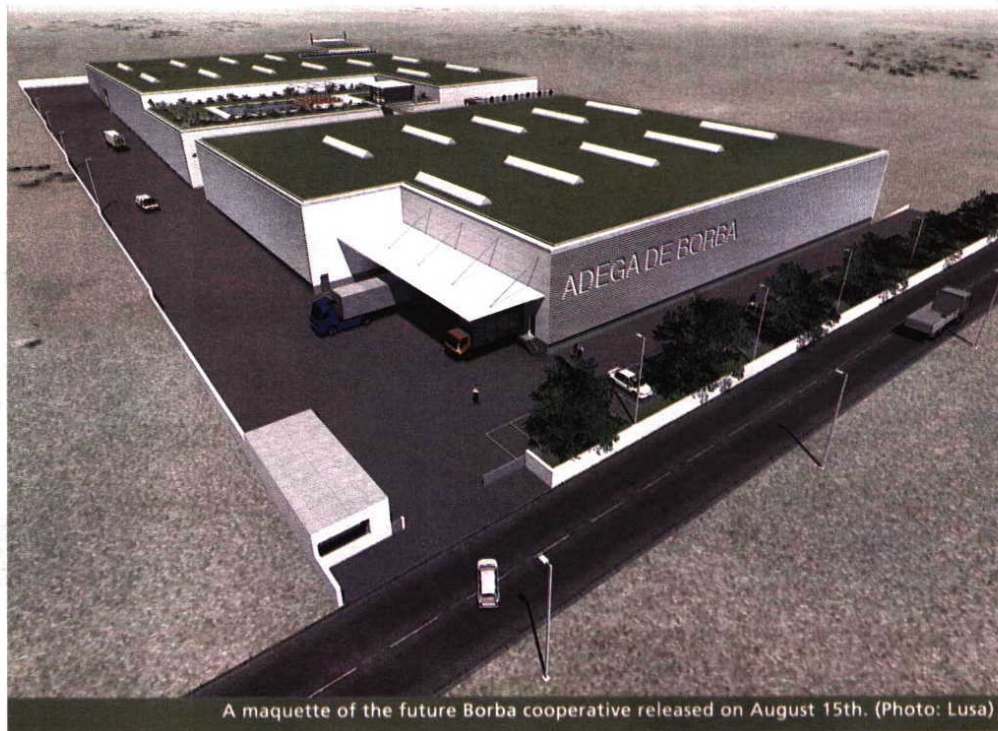
Production will be increased from 700 tons of grapes per day, to 1,500 tons.

Financed largely by the company's own funds, which will cover around 60 percent of total costs, the remaining expenses are being footed by community funds from the Rural Development Programme PRODER.

Designed by architect Rogério Cavaca the project will comprise various innovative, environmentally-friendly solutions, allowing for "significant energy saving", it will also comprise several tourism aspects for visitors and tours.

Adegas de Borba currently sells around one million nine-litre boxes of wine per year, produced by some 280 different farmers from 2,200 hectares of land (75 percent of which is used for growing red grapes and 25 percent white grapes", in the regions of Borba, Estremoz and Vila Viçosa.

Founded in 1955, it was one of the first cooperative wineries to be established in the Alentejo.



A maquette of the future Borba cooperative released on August 15th. (Photo: Lusa)