

## Abstract:

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### **Objective**

The objective of this thesis is to explore and analyse how important the new trends on Port Wine, such as the use of Port in cocktails and mixology, are in the obtention of new consumers and vitality to the category. Port has always traditionally been viewed as an “old men” drink and in order to finish with this preconceived idea many Port producers started to develop the concept of mixing and using port in cocktails, being the most famous the Port&Tonic. How is the market and consumers reacting?

### **Motivation**

Having started my wine career working for a Port wine producer, I have a very emotional connection to the category. Being Portuguese I’m also very proud that Port became worldwide famous and has been since a very long time one of the most important export products for Portugal. Port as some other fortified wines suffered in the past years from lower demand, very much connected to people favouring drier wines instead of sweet wines. At the same time the long traditions that we can feel in Port and its moments of consumption also moved away some modern wine consumers, that started to label Port as an old-fashioned drink. When I first tried White Port & Tonic for the first time I was marvelled with the exquisite flavour and freshness of the drink. When I moved to the Sales department of a big Port producer, one of the first things I showed to my customers on several market visits was the versatility of Port and the big potential it had on cocktails, specially changing the way the consumers saw Port and convincing them to re-try it. Within the trade, professionals and sommeliers, Port is already highly appreciated and understood, but it was also important that the consumer also got excited with the drink. So, I had no difficulty in choosing the exciting theme about using Port in cocktails and how it can bring new consumers and new energy to the Port category.

## **Methodology**

There is a lack of literature approaching use of Port on cocktails, therefore I have mostly based myself on general literature about Mixology and Cocktails, origins, history and current trends. I have also read articles from important publications, mostly focusing on lifestyle and cocktails, trade press and contacted some relevant Port producers. Besides these sources I have also collected information from important bartenders and followed many social media pages relevant for this theme.

## **Content**

1. Introduction: A short description with the main issues and objective of the thesis.
2. History and definition of Mixology, difference between cocktail and long drink. Relevance of Port in cocktails.
3. Cocktails and styles of Port used.
4. Most relevant producers focusing on this trend.
5. Successful communication campaigns.
6. Is the investment and strategy bringing the expected results?
7. Conclusion: Personal view on the study and summary of conclusions

## **Conclusion**

Having travelled through the exciting world of cocktails and mixology I have learned that this exciting movement is also having an important influence on revitalising the Port category.

Social media and more importantly Instagram are contributing to communicate the new trends on Port, different cocktails possible to do at home and generally slowly changing the idea that Port was a decadent drink only consumed by older people.

I can conclude that without doubt the new trends of using Port in mixed drinks and cocktails is already being key in getting new customers and new consumers. The fact is that after trying and enjoying the mixed version of the drink, with so much offer in the market, the consumers might be tempted to then venture themselves into the varied offer of Port and Premium Port, such as the Reserve, LBV, Aged Tawny or Vintage Port categories.