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Sogevinus rebrands as Kopke Group by Escotet Estates to strengthen global wine presence

New identity highlights heritage, innovation, and sustainability while unifying renowned Port and Douro wine brands under one name

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The Portuguese wine group Sogevinus, owned by Abanca, has officially changed its name to Kopke Group, by Escotet Estates. The announcement was made today in Portugal and marks a new phase for the company. The rebranding is not only a change of name but also a renewed commitment to the legacy and excellence of the group’s wines and brands.

According to Juan Carlos Escotet, president of Abanca, this move strengthens the group’s strategic direction. The focus will remain on investing in the value of Port and Douro wines through wine tourism, international expansion, innovation, and sustainability. Escotet emphasized that this is a clear statement of commitment to the future and to creating value in the wine sector.

The decision to adopt Kopke as the group’s name carries significant meaning. Kopke is recognized as the oldest Port wine house and is known internationally for its tradition and quality. Pedro Braga, CEO of the group, explained that this choice reflects an organization that is constantly renewing itself while remaining proud of its origins. He said their motto, “Honor and Challenge,” captures their approach: respecting heritage while leading innovation in wine and viticulture on a global scale.

The group’s portfolio includes well-known brands such as Velhotes, Barros, Burmester, Cálem, Kopke, Quinta da Boavista, and São Luiz. These brands will remain unchanged; only the group’s identity will be updated to present a stronger and more unified image worldwide.

Kopke Group by Escotet Family Estates aims to increase its presence in markets where Portuguese wine still has room for growth. The company wants its products to reflect the exceptional quality of Douro wines even more clearly. Braga noted that in a changing market, differentiation, origin recognition, and sector cooperation are key strategies for success.

Sustainability is central to the new vision for Kopke Group. The company manages 250 hectares of vineyards across four estates in the Douro region. It works with about 400 grape growers, most of whom are small producers. This partnership model underlines their commitment to the land and local communities. The group sees maintaining Douro as a cradle of exceptional wines as both an ethical duty and a strategic priority.

The rebranding also includes a new logo inspired by the grape cluster symbol from Sogevinus. The design features eight grape clusters arranged in a circle, representing each stage of winemaking: terroir, vineyard care, harvest, vinification, aging, bottling, marketing, and experience. At the center is a star symbolizing guidance for the group’s journey forward.

Each element of the new identity reflects values learned over time—from roots in the soil to moments of celebration. The company says this represents their ongoing commitment to excellence, authenticity, and innovation while balancing respect for tradition with boldness for the future.

With this transformation, Kopke Group by Escotet Estates signals its intention to honor five centuries of winemaking while preparing to meet new challenges in global wine markets. The changes take effect immediately across all operations and communications from Portugal.