



REAL COMPANHIA VELHA

Porca de Murça

Grandes Vinhos do Douro



REAL COMPANHIA VELHA

History and Future

Real Companhia Velha was founded on the 10th of September 1756 by Royal Charter of King D. Jose I, under the auspices of his Prime Minister, Sebastiao Jose de Carvalho e Melo, the Count of Oeiras and Marquis of Pombal and is the oldest and most emblematic wine company in Portugal. The Company was entrusted with the task of "sustaining the cultivation of the vines, conserving their natural production and purity, towards a benefit of Agriculture, Trade and Public Health". Since its inception, Real Companhia Velha has been faithful to its old traditions by offering the finest Ports.

Amongst the Company's numerous services in favor of the public, the most important event was the "Pombalina Demarcation of the Douro Valley" which was dictated between 1758 and 1761 by Real Companhia Velha's Board of Deputies, making the Douro Valley the first demarcated and regulated wine region in the world.

In 1781, Real Companhia Velha, known abroad as Royal Oporto Wine Company, shipped its Ports to the Imperial lips of Catherine of Russia. This was the beginning of a continuous trade between Portuguese and Baltic ports, and as a result of the Company's action, Douro wine exports underwent considerable and successive increases, and by 1799 Port Wine represented 50% of all Portuguese exports. In 1865, The Company began to operate in a free market and over the next decade exports increase significantly especially to Brazil and the platinum region.

In 1960, Manuel da Silva Reis acquires the majority of the Company and assumes its leadership. For the next 15 years, Real Companhia Velha experiences its largest period of expansion including moving its headquarters, renovation of its facilities and the modernization of its vinification equipment, a rigorous control in the production, treating and conservation of its wines and the expansion of business activity. By 1986, sales in the national and overseas market reflect an 18% market share.

Today, Real Companhia Velha is lead by Manuel's children, Manuel, Pedro, and Raquel. The Company owns some of the Douro's finest Quintas, located in the very best areas of the Region. Red Ports are produced from parcels planted at Quinta das Carvalhas, Aciprestes and SÍbio. The Old Vines located at Quinta das Carvalhas are the origin of our Premium Ports such as Vintages and Colheitas.

History has left Real Companhia Velha with a record of an incredible story and a glorious past. The Company holds the desire to maintain the highest standard of quality in their wines and the confidence that their rigorous and visionary philosophy will continue well into the future.



PORCA DE MURÇA

Porca de Murça is Douro's leading brand, having celebrated 85 years of existence in 2013, and becoming one of Portugal's oldest wine brands. The brand originated from a folktale from Vila de Murça, a small village in Douro Valley.

It is said that at the time, there was a large female boar living in the woods near the village that was responsible for the destruction of the fields and its plantations. Having been, for many years, a torment for people of the village, they one day decided to unite the best hunters of the region to hunt down the boar. A statue was erected and placed in the Center of the Village as a tribute to this mighty boar, making it an icon of the village and region.

Porca de Murça wines represent a fresh, young and fruity style of Douro wine, perfect for everyday consumption. The brand's success is supported by the quality of the vines and experience. In 1998 the company launched the Porca de Murça Reserva to celebrate the brand's success and to respond to the increasing demand for high quality Douro wines.

