

**JOAO FERRIERA ALVARES RIBEIRO
OWNER-MANAGER
QUINTA DO VALLADO**

Every great wine region of the world has a few families that stand out...usually through the hard work, generous spirit and great vision of one family member.

In the Douro region of Portugal, that family is named Ferreira, and the person most responsible for making the name legendary in the Portuguese wine world is Dona Antonia Adelaide Ferreira. Since the early 1700s, the Ferreira family owned land in this very fertile river valley, only a few miles of the region's historical center of Regua, along both banks of the Corgo River, where it meets the Douro.

It was Dona Antonia, with a keen entrepreneurial business sense and great managerial skills who, in the late 1800s, started turning the family farm into the world-class winery that Quinta do Vallado is today.

It is now her grandchildren, particularly Joao Ferriera Alvares Ribeiro, together with cousins Francisco Ferreira and Francisco Olazabal, who have followed in Dona Antonia's considerable footsteps and ushered the highly-prized wines of Quinta do Vallado onto the 21 Century world wine stage.

Like his grandmother, Joao has a great business sense, refined over 25 years in the banking industry. By the year 2000, Joao had risen to a top management position at Banco BPI. But, he always had one foot firmly planted in the family wine business. The tug of six generations of farmers became so great that Joao started spending more and more time among the vines. In 2007, he left the banking industry to devote all his talents

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and efforts to help elevate the quality and image of Quinta do Vallado wines to the position they enjoy today as among Portugal's finest still wines.

With his cousins, Joao has brought modern winemaking technology, as well as innovative business and marketing savvy, to Quinta do Vallado. The results have been impressive and noticed by the world wine trade, media and consumers. The winery's Douro Red, Touriga Nacional and Douro Red Reserva have earned consistent 90+ ratings and stellar reviews in such wine publications as Robert Parker's *Wine Advocate*, *Wine Spectator* and *Decanter Magazine*.

The recently launched Quinta do Vallado 'Adelaide,' named in the memory of Dona Antonia Adelaide Ferreira, is a 'cuvee,' produced for the first time in 2005, with grapes from the oldest parcel of vines on the Quinta. Various wine writers and critics have declared it one of the best wines from Portugal.

Along with four other "like-minded" Portuguese vintners, Joao also is one of "The Douro Boys," who are dedicated to bringing the Portuguese still wine industry (and especially wines from the Douro Valley) to world attention by demonstrating that the wines they are making should command the same respect and accolades as the finest wines of Bordeaux, Tuscany, Napa, Rioja and other renowned wine regions and countries.

In 2005, the five vintners created a special red blend, with the best filled barriques from each of the five properties, that was called the "Douro Boys Cuvee" and the very

limited production was auctioned for charity in 2007. It was a huge hit and became a tremendous publicity vehicle that firmly planted Portuguese still wines from the Douro Valley on the world wine map.

Joao attended school in Portugal, and also in Great Britain, receiving a degree in Business Administration from Greenwich University in London. He is an avid outdoorsman, with hunting, tennis, skiing, diving and surfing among his great pleasures.

His greatest passion, however, is making great wines from his family's vineyards and sharing these treasures with other wine aficionados around the world.

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