

Advertisement Campaign Pro Cork in Portugal

Torre do Frade

- Written Media
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TORRE
DO FRADE



JÁ SE IMAGINOU A BEBER
UM BOM VINHO
NUM COPO DE
PLÁSTICO ?

Have you ever imagine drinking a fine
wine in a plastic glass?

um projecto, uma família
one project, one family



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E UM BOM VINHO
SEM ROLHA DE
CORTIÇA ?

And a fine wine without a cork
stopper?

NEM PENSAR !

Don't even think about it!

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A ROLHA DE CORTIÇA FAZ PARTE DA ESSÊNCIA DO VINHO

Natural Cork makes
part of the essence
of wine

Confere autenticidade

Provides authenticity

Enaltece a tradição

Preserva o ambiente

Reforça os aromas

Exalts tradition

Preserves the environment

Reinforces the aromas

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VINHO REGIONAL
ALentejano

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Our Reasons

2,5% is the weight of the cork industry in the Portuguese economy

Portugal is the world leader in this industry

Our region Alentejo is the biggest area in the world with cork trees

The cork tree is not only the engine of our regional economy but also the heart of our ecosystem

If the cork loses its economic value our region and country will suffer deeply

We love Portugal and our Alentejo

This campaign was engineered to promote our land and defend our economy



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