



JP Ramos Group relaunch Marks & Spencer label

The JP Ramos Group, led by Portuguese oenologist and producer João Portugal Ramos, has re-launched its Tercius Touriga Nacional wine with a new, modernised label design.

Tercius Touriga Nacional – produced from 100% Touriga Nacional, a grape variety native to the Tejo region of Portugal – is described as a floral scented, voluptuous red with a soft creamy texture and subtle flavours of dried damson and mint that leaves an elegantly savoury aftertaste.

Major UK retailer for the wine, Marks & Spencer, felt that to achieve higher sales the wine should be targeted at a more modern and trendy customer and, therefore, a new label with greater shelf standout was needed.

The JP Ramos Group agreed with the store and this tied in nicely with the producer's aim to "create a key reference for Portuguese wines on an international level by conferring a particular identity to the different wines while showcasing products that best reflect each region and its potential".

The M & S Touriga Nacional 2010 is 13.5% ABV, retails at £6.99 and is available from all Marks and Spencer stores.

The JP Ramos Group wines are imported into the UK by Oakley Wine Agencies.

25 November 2013 - Felicity Murray *The Drinks Report*, editor

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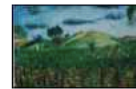
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