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Faula launches Serie Nativa wine range in UK

Portuguese wine company Faula Sociedade de Vinhoas has introduced a new range of single varietals wines in the UK.

The Serie Nativa range, meaning Native Series, is a celebration of Portugal's best native grape varieties, in response to the trend for single varietals. It epitomises the 'New Portugal' and is a natural progression from the Tagus Creek brand, which blends Portuguese native grapes with well known international grapes like Chardonnay and Shiraz.

The aim of Serie Nativa is to move with the growing awareness of Portuguese wines and promote the country's native grapes, taking the Tagus Creek range success a step forward.

The Fernão Pires and Aragonez grapes have been chosen as the first single varietals to concentrate on due to their widespread availability, which ensures the quality remains consistent.

Roque Cunha, export and marketing manager at Falua says: "We have seen increased sales of the Tagus Creek range over the past eight years, which shows consumer confidence in choosing wine off the supermarket shelf has grown, particularly in the Portuguese sector. The UK market is now much more educated on Portuguese grapes with a wider understanding and awareness of indigenous varieties, and consumers are more prepared to buy unknown varieties. Serie Nativa, therefore, takes UK consumers a stage further, as we continue to progressively spread the word throughout the UK of the quality of Portuguese wines."

Luis de Castro director of Falua comments: 'I am very proud of this new range as it reflects the ethos of the company to produce Portuguese wines of the highest quality. We have ensured Serie Nativa continues our company's forward thinking wine production – utilising modern wine making to produce a top quality, refreshing wines whilst respecting the traditional style.'

The wines are available through Oakley Wine Agencies to UK off-trade stockists, with an RRP of £7.99.

26 August 2014 - Felicity Murray *The Drinks Report*, editor

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