



INSTITUTO DO VINHO, DO BORDADO  
E DO ARTESANATO DA MADEIRA, IP-RAM

# MADEIRA WINE

## A TASTE OF HISTORY

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IVBAM | 2024  
Viena



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# SOME FACTS ABOUT MADEIRA



## ARCHIPELAGO

7 islands  
(Madeira, Porto Santo,  
Desertas and Selvagens)

## LOCATION

Atlantic Ocean  
Latitude: 30° - 33° north  
978 km southwest of Lisbon  
700 km from the African coast

801 KM<sup>2</sup>

Total area Madeira

1862 M

Pico Ruivo  
(highest point )

256 662 (2023)

Population Madeira

75%

of the population  
lives on the south part

# MADEIRA WINE IS A FORTIFIED WINE

- MADEIRA DEMARCATED  
REGION  
MADEIRA & PORTO SANTO ISLANDS
- PROTECTED DENOMINATION OF  
ORIGIN “MADEIRA” OR “MADEIRA  
WINE”
- 17-22 % Vol.
- CERTIFIED PRODUCT (IVBAM)





# 01

## MADEIRA REGION

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*Our terroir*

# LANDSCAPE

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## POIOS OR SOCALCOS

Almost all the vineyards are planted on small terraces called Poios, supported by the grey basalt walls.



# CLIMATE

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TROPICAL  
WINDS

■ NORTH EAST TO WEST  
DIRECTION.

HIGH CENTRAL  
MOUNTAIN RANGE

■ SOUTH COAST  
PROTECTED

MICROCLIMATES

■ VARIES WITH  
ALTITUDE

Madeira island



NORTH EAST  
WINDS



NORTH COAST

AVERAGE TEMPERATURE (AUGUST): 19°C



SOUTH COAST

AVERAGE TEMPERATURE (AUGUST): 22°C

LATADA



SPALDIER



# VITICULTURE



LATADA/TRELLIS

# WINE GROWING REGION



AREA OF VINEYARDS  
*VITIS VINIFERA*:  
400 HECTARES



1689  
WINEGROWERS



AVERAGE AREA/PLOT

890 m<sup>2</sup>



# 02

## MADEIRA WINE

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Traditional grape varieties

# WHITE VARIETIES – VINEYARDS

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6 %

SERCIAL



14 %

VERDELHO



3 %

BOAL/BUAL



7 %

MALVASIA/  
MALMSEY



# RED VARIETIES – VINEYARDS

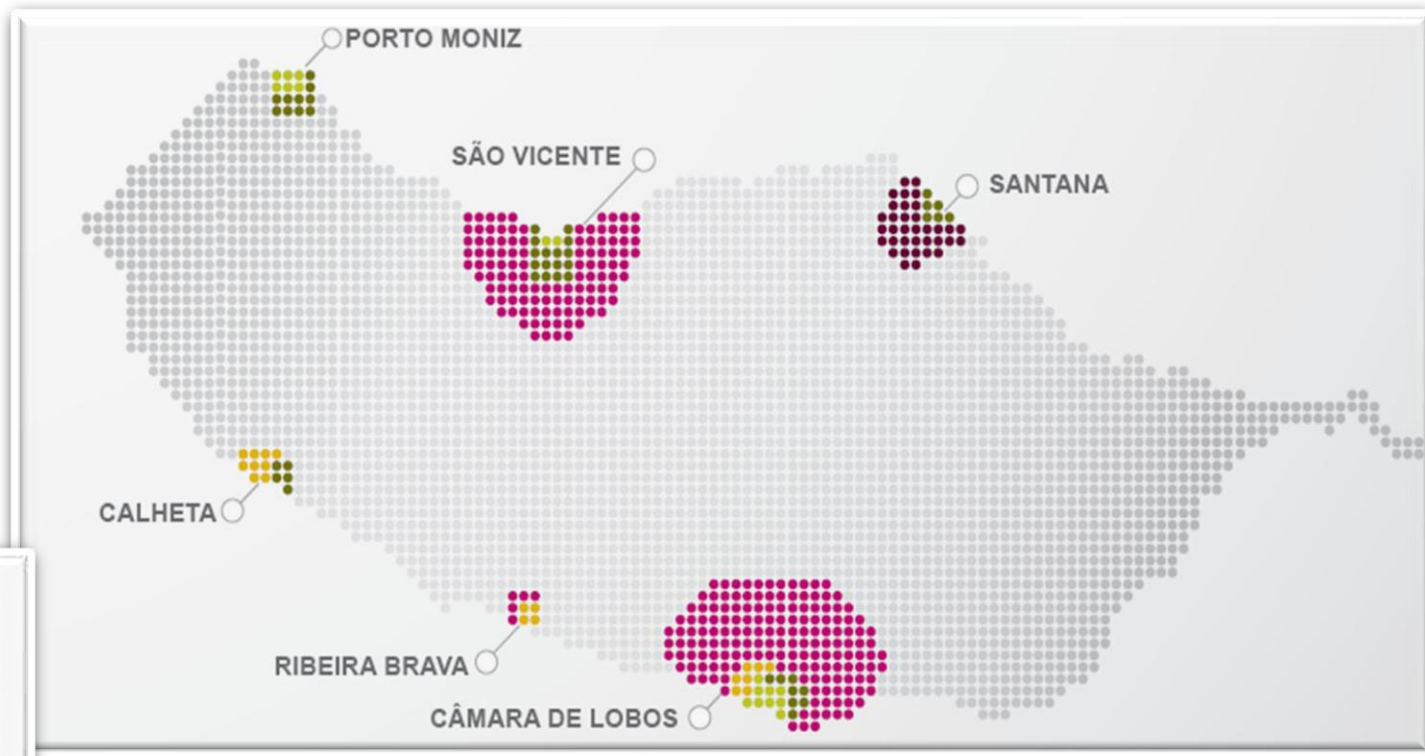
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**52 %**

TINTA NEGRA



# MAIN PRODUCTION AREAS





# 03

## MADEIRA WINE

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Classification

**BLENDS**  
NO AGE OR  
GRAPE VARIETY



MINIMUM  
3 YO



RESERVE



OLD  
RESERVE



EXTRA  
RESERVE



20



30



40



50



>50

**BLENDS**

WITH INDICATION OF AGE | WITH OR WITHOUT GRAPE VARIETY



**WITH THE YEAR  
OF HARVEST**



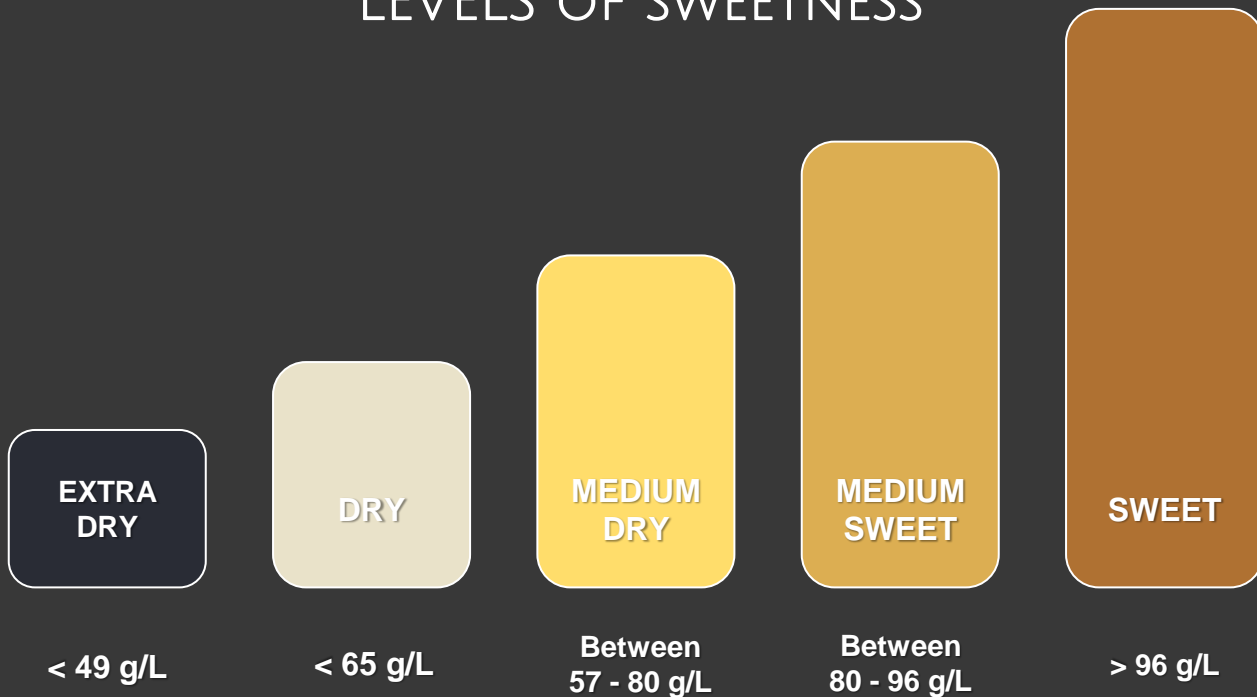
**Minimum  
5 YO  
in casks**



**Minimum  
20 YO  
in Canteiro**

# MADEIRA WINE

## LEVELS OF SWEETNESS





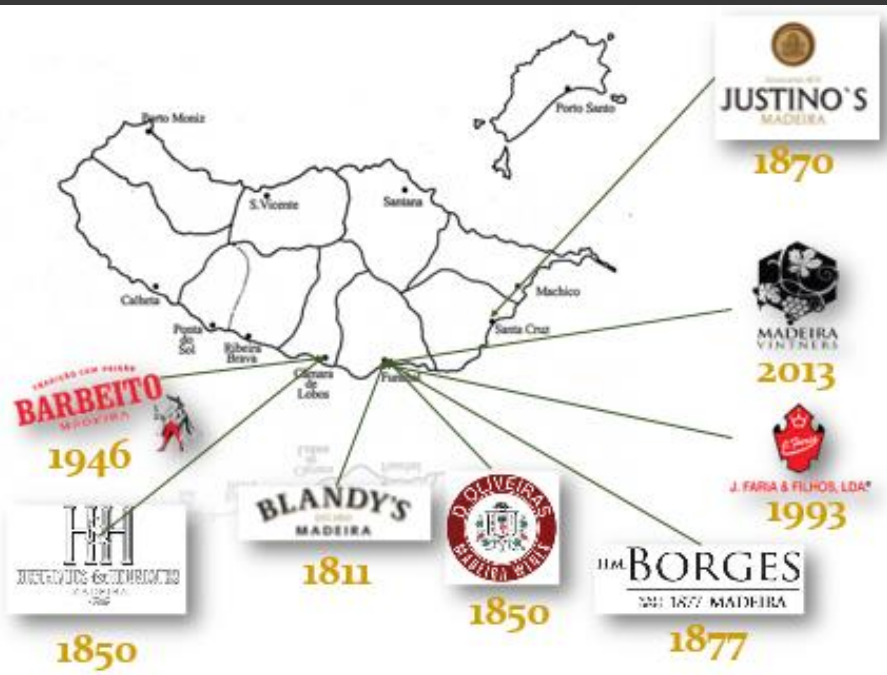
# 04

## MADEIRA WINE

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Sector

# MADEIRA WINE SECTOR



8 COMPANIES

~3,5-4,0 MILLION KG OF GRAPES PER YEAR (4,0 IN 2023; 3,2 IN 2024)

3.0 MILLION LITRES SOLD (2023)

22 MILLION EUROS (2023)

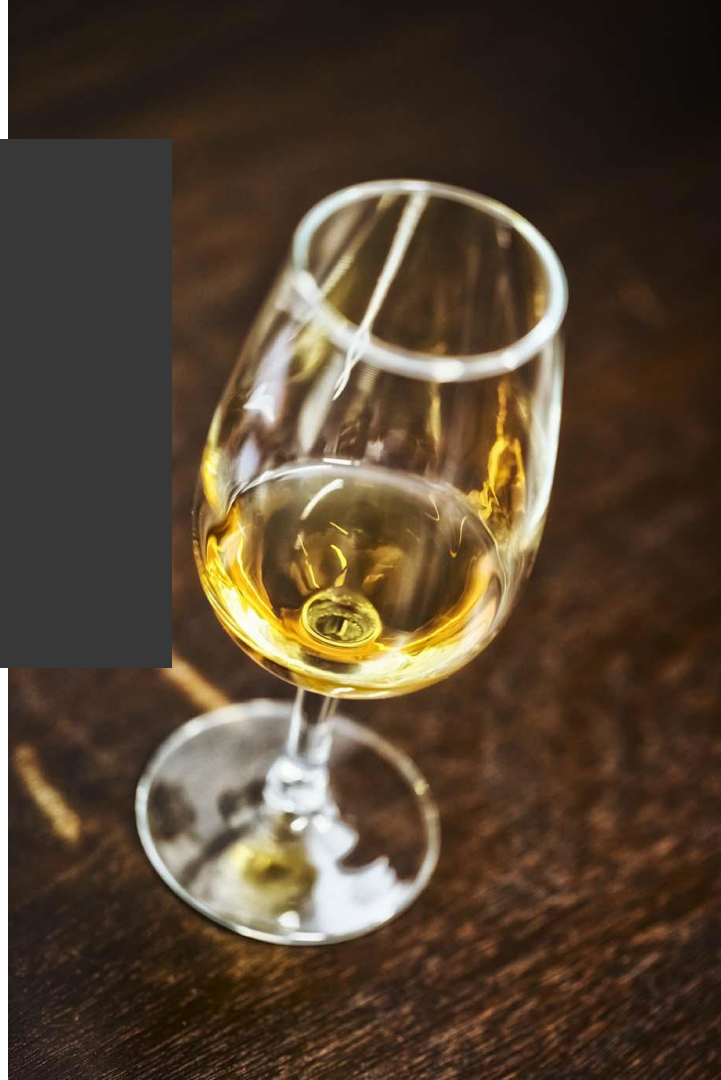
60 EXPORT COUNTRIES

~5,3 MILLION BOTTLES CERTIFIED BY IVBAM (2019)

# TASTING

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DOP Madeira



# TASTING ORDER

- 1. Justino's Madeira Wine , SA: **Madeira 5 Years Old Dry**
- 2. HM Borges: **Madeira 5 Years Old Medium Dry**
- 3. Henriques & Henriques –Vinhos SA: **Madeira 5 Years Old Medium Sweet**
- 4. Justino's Madeira Wine , SA: **Madeira 5 Years Old Sweet**
- 5. Madeira Wine Company, SA: **Madeira Reserve 5 Years Old Sweet**
- 6. Justino's Madeira Wine , SA: **Sercial 10 Years Old**
- 7. Vinhos Barbeito (Madeira), Lda : **Verdelho 10 Years Old**
- 8. Justino's Madeira Wine , SA: **Verdelho 10 Years Old**
- 9. Henriques & Henriques –Vinhos SA: **Boal 10 Years Old**
- 10. Justino's Madeira Wine , SA: **Boal 10 Years Old**
- 11. Justino's Madeira Wine , SA: **Malvasia 10 Years Old**
- 12. Justino's Madeira Wine , SA: **Colheita 1999 Sweet**



## 1. Madeira Reserve 5 YO Dry



- GRAPE: TINTA NEGRA
- ABV: 19,0% VOL
- SUGAR: 59 g/L
- ACIDITY: 7,6 g/L
- AGEING: ESTUFAGEM (4 MONTHS) + OAK CASKS (5 YEARS)
- STYLE: BLEND
- SERVICE T: 9-11°C
- PAIRING: OLIVES, ROASTED ALMONDS, SMOKED SALMON



## 2. Madeira 5 YO Medium Dry



- GRAPE: TINTA NEGRA
- ABV: 18,5% VOL
- SUGAR: 64 g/L
- ACIDITY: 6,3 g/L
- AGEING: ESTUFAGEM (4 MONTHS) + OAK CASKS (5 YEARS) AND STAINLESS STEEL VATS
- STYLE: BLEND
- SERVICE T: 13-14°C
- PAIRING: APERITIF OR WITH A STARTER



## 3. Madeira 5 YO Medium Sweet



- GRAPE: TINTA NEGRA
- ABV: 19,0% VOL
- SUGAR: 93 g/L
- ACIDITY: 4,6 g/L
- AGEING: ESTUFAGEM (4 MONTHS) + OAK CASKS (5 YEARS)
- STYLE: BLEND
- SERVICE T: 13-14°C



## 4. Madeira 5 YO Sweet



- GRAPE: TINTA NEGRA
- ABV: 19,0% VOL
- SUGAR: 111 g/L
- ACIDITY: 7,3 g/L
- AGEING: ESTUFAGEM (4 MONTHS) + OAK CASKS (5 YEARS)
- STYLE: BLEND
- SERVICE T: 18-20°C
- PAIRING: TROPICAL FRUITS, DARK CHOCOLATES, PRALINÉS, PUDDINGS, HONEY CAKES



## 5. Madeira Reserve 5 YO Sweet



- GRAPE: 50% BOAL+50% MALVASIA
- ABV: 19,0% VOL
- SUGAR: 120 g/L
- ACIDITY: 5,5 g/L
- AGEING: CANTEIRO (5 YEARS) AGED SEPARATELY
- STYLE: BLEND
- SERVICE T: 13°C
- PAIRING: FRUIT DESSERTS, CAKES, CHOCOLATES, SOFT CHEESES

# ESTUFAGEM



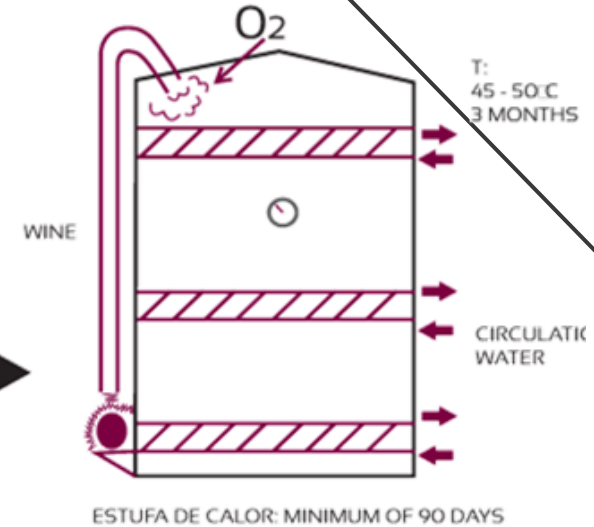
1. Fully destemmed grapes
2. Grapes pressed in a continuous press
3. Separation of the juice from the skins
4. Fermentation of the juice using indigenous yeasts at controlled temperature normally in stainless steel vats

must

fermentation

5. Fermentation stops by the addition of vinic alcohol at 96%vol. at the desired sweetness level

young wine





## 6. SERCIAL 10 YO



- GRAPE: SERCIAL 100%
- ABV: 19,0% VOL
- SUGAR: 60 g/L
- ACIDITY: 6,5 g/L
- AGEING: CANTEIRO (FRENCH + AMERICAN OAK CASKS)
- STYLE: BLEND
- SERVICE T: 9-11°C
- PAIRING: SMOKED SALMON, SUSHI, HAM, TUNA, NUTS



## 7. VERDELHO 10 YO



- GRAPE: VERDELHO
- ABV: 19,0% VOL
- SUGAR: 71 g/L
- ACIDITY: 6,5 g/L
- AGEING: CANTEIRO (FRENCH OAK CASKS)
- STYLE: BLEND
- SERVICE T: 11-12°C
- PAIRING: CONSOMMÉ, SMOKED SALMON, DRIED HAM, PATES



## 8. VERDELHO 10 YO



- GRAPE: VERDELHO
- ABV: 19,0% VOL
- SUGAR: 75 g/L
- ACIDITY: 6,4 g/L
- AGEING: CANTEIRO (FRENCH + AMERICAN OAK CASKS)
- STYLE: BLEND
- SERVICE T: 12-14°C
- PAIRING: SERRANO HAM, SMOKED GAME, MUSHROOMS, PATES



## 9. BOAL 10 YO



- GRAPE: BOAL
- ABV: 20,0% VOL
- SUGAR: 97 g/L
- ACIDITY: 6,6 g/L
- AGEING: CANTEIRO (OAK CASKS)
- STYLE: BLEND
- SERVICE T: 15-18°C



## 10. BOAL 10 YO



- GRAPE: BOAL
- ABV: 19,0% VOL
- SUGAR: 85 g/L
- ACIDITY: 6,2 g/L
- AGEING: CANTEIRO (FRENCH + AMERICAN OAK CASKS)
- STYLE: BLEND
- SERVICE T: 15-18°C
- PAIRING: CHEESES, TROPICAL FRUIT, FRUIT CAKES AND TARTS, BUTTER COOKIES



## 11. MALVASIA 10 YO



- GRAPE: MALVASIA
- ABV: 19,0% VOL
- SUGAR: 107 g/L
- ACIDITY: 6,6 g/L
- AGEING: CANTEIRO (FRENCH + AMERICAN OAK CASKS)
- STYLE: BLEND
- SERVICE T: 18-20°C
- PAIRING: DARK CHOCOLATE, PETIT FOURS, HONEY CAKE, SWEET DESSERTS

# CANTEIRO

1. Fully destemmed grapes
2. Grapes pressed in a continuous press
3. Separation of the juice from the skins
4. Fermentation of the juice using indigenous yeasts at controlled temperature normally in stainless steel vats



fermentation

young wine

5. Fermentation stops by the addition of vinic alcohol at 96%vol. at the desired sweetness level



MINIMUM



2 YEARS





# 12. COLHEITA TINTA NEGRA 1999 SWEET



## TECHNICAL SPECIFICATIONS

- ABV: 19,0% VOL
- BAUMÉ: 4,2
- SUGAR: 102 g/L
- ACIDITY: 7,3 g/L
- GRAPE: TINTA NEGRA 100%
- CATEGORY: COLHEITA/HARVEST
- AGEING: CANTEIRO
- CASK: FRENCH (350L) AND AMERICAN OAK (650L)
- STYLE: SWEET
- HARVEST YEAR: 2009
- SERVICE T: 18-20°C
- PAIRING: TROPICAL FRUIT, DARK CHOCOLATE, HONEY CAKE, CHOCOLATE DESSERTS, PETIT FOURS, PRALINES, FRUIT CAKES, DESSERTS WITH COFFEE, STRONG CHEESES.

# JUSTINO'S MADEIRA WINES, S.A.

- **Established in Madeira since 1870** making it one of the oldest producers and exporters of Madeira Wine.
- **In 1993, it became internationalized**, building a new winery to improve the conditions of the vinification, production and aging process. This large, modern and functional winery has been equipped so as to combine traditional methods with the most advanced technology available.
- **Justino's Madeira Wines are present all over the world:** France, Germany, England, Austria, Switzerland, Poland, Benelux, Spain and Scandinavia and also USA, Canada, Brazil and Japan.

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9125 – 042 Caniço  
Madeira**

Phone: +351 291 934 25 |

Fax: +351 291 934 049

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**CEO**  
**Juan**  
**Teixeira**



# JUSTINO'S MADEIRA WINES, S.A.



Winemaker  
Juan Teixeira



H M BORGES  
#MADEIRA

# H.M. BORGES, SUCRS, LDA

- HM Borges, Sucrs, Lda is an independente company **founded** by **Henrique Menezes Borges in 1877**. It is one of the oldest Madeira wine production and export companies.
- The founder, a business trader, has **devoted his life to purchasing a selection of the best wines produced on the Madeira island for ageing and stocking purposes**.
- Nowadays, HM Borges is still being run by this **family's fourth generation**.
- The HM Borges brand has customers in different worlwide markets, such as Japan, Sweden, Norway, Italy and the United Kingdom among others.

**Address: Rua 31 de Janeiro, 83  
9050-011 Funchal Madeira Portugal**

**Phone+351 291 223247| Fax+351 291 222281**

**[www.hmborges.com](http://www.hmborges.com) | [info@hmborges.com](mailto:info@hmborges.com)**



**CEO**

**Isabel Borges & Helena Borges**



H M BORGES  
#MADEIRA

# The Winemaker's Signature



## H.M. BORGES, SUCRS, LDA



H M BORGES  
#MADEIRA

# Winemaker

# Ivo Couto

# Henriques & Henriques-Vinhos, SA

- **The history of Henriques & Henriques goes back to 1850**, founded by João Gonçalves Henriques, descendent of a family established in Câmara de Lobos. After his death in 1912, a partnership was created between his sons, João and Francisco , hence “Henriques & Henriques”.
- The Henriques family played an **important role in the viticulture**, and were known as famous best wine makers on the Island. Still today the **company has its own vineyards**.
- Recognized for the **quality and consistency of their wines** combined with the latest technological innovations to the unchanging family tradition that has lasted for 200 years.
- Henriques & Henriques Wines are **exported all over the world**: England, France, Germany, Sweden, Denmark, Japan, the United States and Canada.

**Adresse: Av. da Autonomia, 10**

**9300 – 138 Câmara de Lobos Madeira**

**Phone: +351 291 941551/2 | Fax: +351 291 941590**

**[www.henriquesehenriques.pt](http://www.henriquesehenriques.pt) |**  
**[henriques@henriquesehenriques.com](mailto:henriques@henriquesehenriques.com)**





Henriques & Henriques-Vinhos, SA

Winemaker

Humberto  
Jardim



## MADEIRA WINE COMPANY, SA

• It has long been said that John Blandy, the founder of the family business, arrived in Madeira in 1807

For **200 years**, Blandy's Madeira has been synonymous with quality Madeira wine.

• The Blandys are unique in being the only family of all the original founders of the Madeira wine trade to still own and manage their original wine company. The family has played a leading role in the development of Madeira wine throughout its long history and members of the family continue to live on Madeira, maintaining a tradition that goes back to **1811**.

• **Michael and Chris Blandy are the 6<sup>th</sup> and 7<sup>th</sup> generations** to work in the business

**Address: Rua dos Ferreiros, 191  
9000-082 Funchal Madeira Portugal**

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**[www.blandys.com](http://www.blandys.com) | [secmerces@madeirawinecompany.com](mailto:secmerces@madeirawinecompany.com)**





MADEIRA WINE COMPANY, SA

Winemaker

Francisco  
Albuquerque



# BARBEITO MADEIRA

- **Founded in 1946** by **Mário Barbeito de Vasconcelos** .
- The founder passed away **in 1985** and his daughter **Manuela Vasconcelos** took over the general management. In the mid 90s, **Ricardo Diogo Freitas** entered the company with new ideas and renewed energy.
- Some **policies** are still maintained today: - continue the work of **strengthening relationships with customers**; - **promoting the wines** at prestigious wine fairs around the world; - keep a **close relationship with farmers** and - **produce wines in quality**, not in quantity.

**Address: Estrada da Ribeira Garcia; Parque Empresarial de Câmara de Lobos - Lote 8; 9300-324 Câmara de Lobos - Portugal**

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**[www.barbeitomadeira.com](http://www.barbeitomadeira.com) | [info@vinhosbarbeito.com.pt](mailto:info@vinhosbarbeito.com.pt)**





BARBEITO MADEIRA

Winemaker

Ricardo Diogo

# THANKS

Do you have any question?

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madeirawine

