



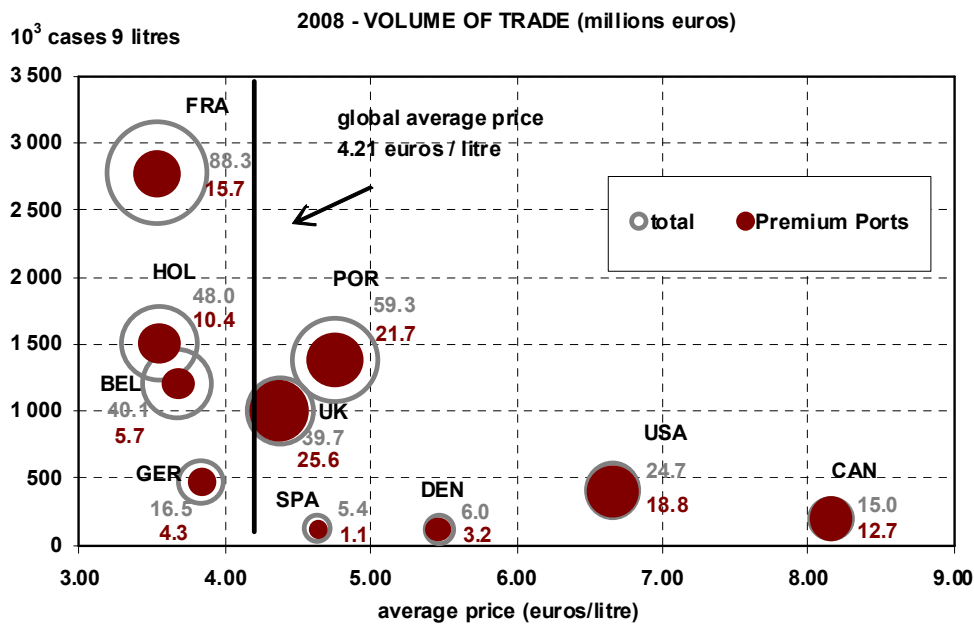
SALES OF PORT WINE - 2008

2008 showed a return to the tendency for **declining sales of Port** that has prevailed since 2000, a situation that was especially influenced by the downward performance of shipments/exports (-5.7%), as the decline was considerably less evident (-2.6%) in the Portuguese market.

Likewise, the **decline in the average global sales price** of Port can be attributed to the 2.6% drop in the average shipping/export price, given that the average price on the domestic market only fell by 0.8%.

9.9 million cases
119 million bottles
892 thousand hl
▼ 5.3%
375.8 million euros
▼ 7.1%
4.21 euros/litre
▼ 1.8%

An analysis, by markets, shows that, **albeit only very slightly, there continued to be a tendency for the share of the 5 principle markets to decline**, which can be considered positive in the sense that it shows that the Port sector is, slowly but surely, becoming **less dependant on its traditional markets**.



As regards **Premium Ports**, in 2008 there was a reversal of the previous tendency for these wines to increase their share of sales of Port. Hence, in 2008, **their market share as regards quantity felt to 18.5%** (19.9% in 2007) and **as regards volume of trade felt to 34.7%** (37.2% the previous year).

Premium Ports
22.1 million bottles
▼ 11.8%
Standard Ports
96.9 million bottles
▼ 3.7%