

**VAN ZELLERS & Co**

**SINCE 1620**

**THE OLDEST  
PORT WINE FAMILY**



Every second is of infinite value

— GOETHE —

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WHO IS

THIS PORTUGUESE FAMILY  
WITH A DUTCH NAME?



**VAN ZELLERS & Co**

SINCE 1620

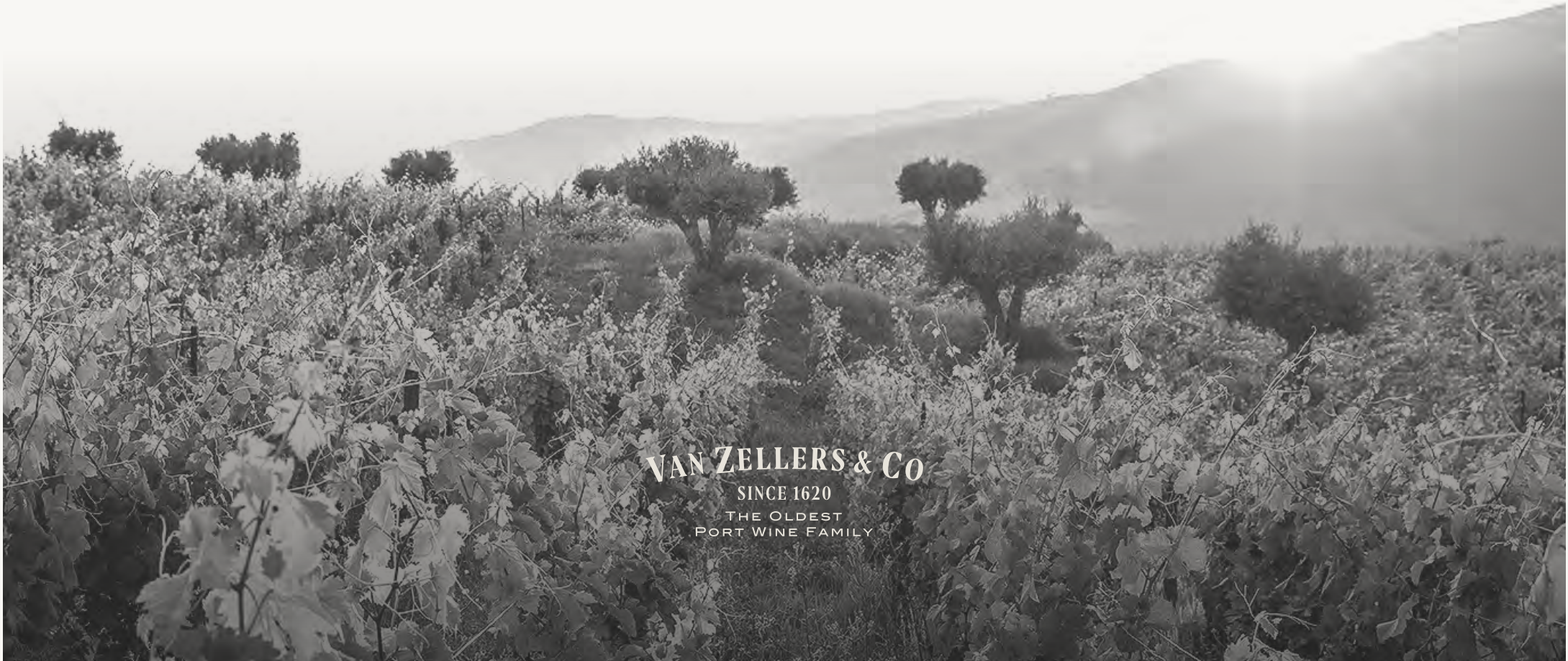
THE OLDEST  
PORT WINE FAMILY





Due to political and religious reasons, the van Zeller's were forced to abandon their birthplace, the Low Countries (Netherlands).

In Portugal, the van Zeller's established themselves in Porto, as Douro and Port wine merchants, through marriage with an established foreign families in the trade. Through family ties, the van Zellers are linked to the Douro and Port wines production since 1620.



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Van Zellers & Co is officially founded in 1780. The company established the first wine trade sea routes with the Baltic States.

In 1795 exports to Riga start growing (part of Rùssia then). In 1811 Van Zellers & Co is considered

## ONE OF THE BIGGEST PORT MERCHANTS OF THE TIME

(more than 1000 pipes exported).



**VZ PORT**  
Shipped by  
**VAN ZELLERS & Co**  
OPORTO  
ESTABLISHED 1780

**3 ltr Vergunning**  
Ter overn. gevraagd:  
**Wijnhandel**  
met 3 ltr Vergunning.  
Brief, onder no 8075  
aan N.V. RECLBUR.  
GELDER, Beursstr. 15  
Amsterdam.

**GESTOOKTE JENEVER**  
N.V. DISTILLEERDERIJ EN  
HANDEL - N.V. O & O  
NIMEGEN-HOLLAND

Gerenommeerde Wijn- en Gedistilleerdhandel (bin-  
nen- en buitenl. gedist.) te Amsterdam vraagt  
representatie en bij slijterijen en Horecabedrij-  
ven goed ingewerkte

**Vertegenwoordiger.**  
Sollicitaties te richten onder no 448691 D., aan het  
bureau van dit blad.

**WIJN- en GEDISTILLEERDFUST**  
KOOPT EN  
VERKOOPT  
**J. H. HOLST C.V.**  
KUIPERIJ EN  
VATENHANDEL  
KLEINE WITTENBURGERSTR. 94

**HOLST VATEN**  
GAAN HET HARDST

**WIJN**  
waaronder: Grand Vi-  
ge type rode port),  
rin (type witte port),  
nawijn, Tarragonaw-  
Spaanse Wijn.  
Totaal ongeveer 1500  
sen. Gebotteld in  
fles, f 1.55 per fles.  
wordt voor 10 ct be-  
en niet teruggegeven  
Monsters op aanvra-  
Levering franco.  
Brief, onder no 4486  
aan het bur. van di

**Hybende**  
het de hie

Leer Duid Gevee  
Fijn Likoren

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Van Zellers & Co is sold by the family in the middle of the XIXth century. However, their work in the wine world had already expanded to other companies and the van Zeller's remain in business at:

## QUINTA DE RORIZ

(since the beginning of the XIXth century. The first time a Vintage Port is bottled under the estate name) and at

## Quinta do Noval

(where they were part of the innovative and revolutionary vision for the vineyard and for Port. The 1931 Noval Nacional produced by the family became one of the 12 selected wines of the century.)

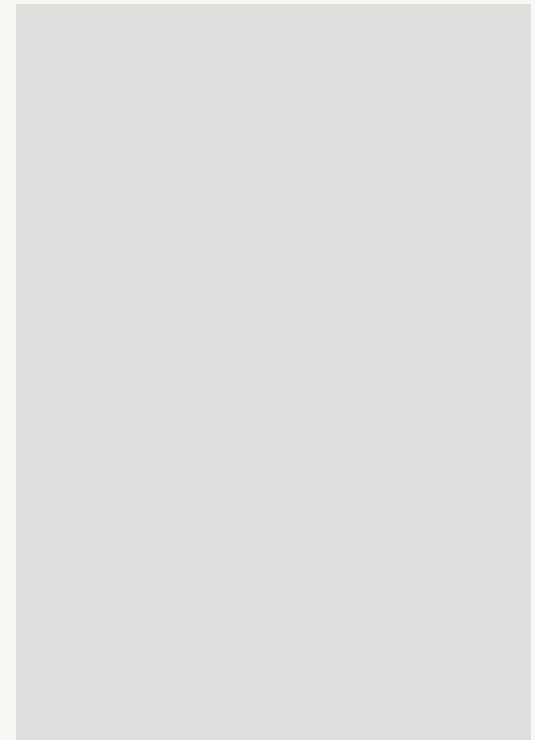


Around 1937, Quinta do Noval, through Luis Vasconcellos Porto (Cristiano van Zeller's great-grandfather) acquires Van Zellers & Co.

## CRISTIANO VAN ZELLER REVIVES VAN ZELLERS & CO

making it an independent company in 1989

- he is the 14th generation of the van Zeller's in the business.



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In 1993 Van Zellers & Co was sold by the family together with Quinta do Noval. In 2007, Cristiano van Zeller gets Van Zellers & Co offered as a Christmas gift by a cousin. He saw in Cristiano the family member, who could pursue a real continuity of the company's spirit.

## **VAN ZELLERS & CO IS RE-LAUNCHED WITH “VZ”, VAN ZELLERS BRANDS AND A SLOW REBUILD OF THE OLD PORT WINE STOCKS.**

In 2009, the wines are back on the market. For a while, Cristiano van Zeller had to share his time between Quinta Vale D. Maria, and its boost of sales, and the Van Zellers & Co steady placement in the market. The recognition of the Douro was underway and a lot of its work had been done by a group of 5 producers, the Douro Boys, who, since 2003, have promoted the region worldwide and of which Cristiano van Zeller was a founding member.





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## IN 2013, FRANCISCA VAN ZELLER, CRISTIANO'S ELDEST DAUGHTER, JOINS THE BUSINESS.

She is the 15th generation of the family in the business. Van Zellers & Co place in the market becomes more apparent. By 2019, Van Zellers & Co is stocked with 180,000 litres of old tawny ports, 15 hectares of red grape vineyards in the Torto and Pinhão valleys and 1 hectare of white grape vineyards in Murça. It has been a journey and 2020 is the year for Van Zellers & Co tru revival. The journey continues with renewed energy and creativity..."



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# WHO ARE WE NOW?

**VAN ZELLERS & Co**

SINCE 1620

THE OLDEST  
PORT WINE FAMILY



R2019



We are a family of permanent reinvention. We witnessed time being transformed into legacy,  
knowledge into creativity and passion into wine.

In everything we have done and do, we challenge and dare.

We are not the only ones, but

**WE BELIEVE OUR WAY MAKES  
US IRREPLACEABLE.**



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WHERE  
ARE WE  
TODAY?



**VAN ZELLERS & Co**

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# THE JOURNEY



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OUR WAY



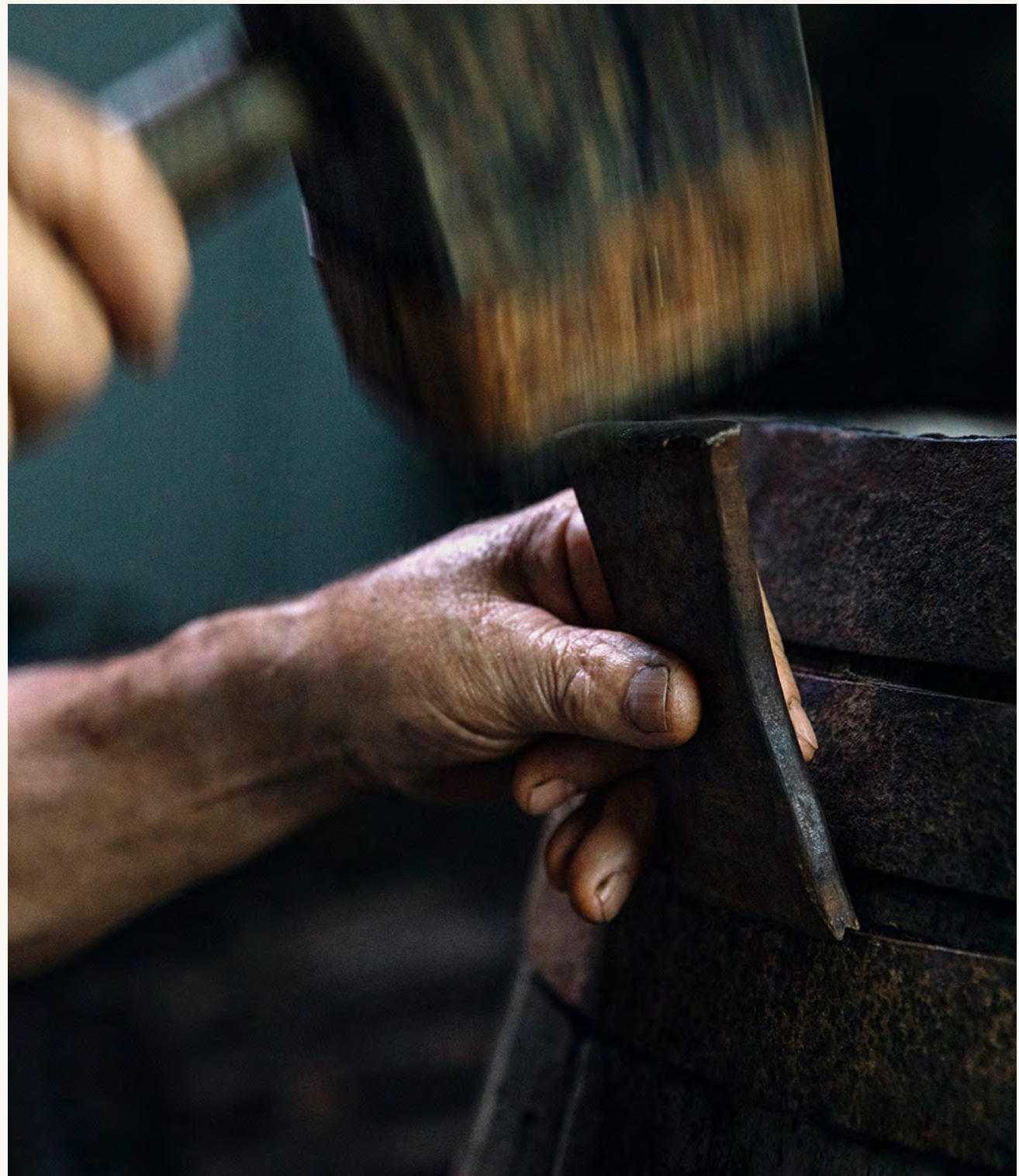
**VAN ZELLERS & Co**  
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4000 Years in the industry is a long time.

It made us wiser, stronger and better. But that is not what makes us rare. Our wines do. We wish for our wines to have a rare and unique impact on you.

**AND THAT IS WHY WE  
RELAUNCH VAN ZELLERS  
& CO WITH A NEW IMAGE,  
A NEW PHILOSOPHY AND  
A NEW RANGE OF WINES.**



DIFFERENT TERROIRS IN THE DOURO VALLEY CREATE THE VAN ZELLERS & CO ESTATE.



- 1 VINHA DO QUINTAL DE CASAL DE LOIVOS
- 2 VINHA DA CRUZ PEQUENA DO PINHÃO
- 3 VINHA DA CRUZ GRANDE DO PINHÃO
- 4 VINHA DO RONÇÃO DE CASAL DE LOIVOS

- 5 VINHA PEQUENA DA ENCOSTA DO CASAL DE LOIVOS
- 6 VINHA GRANDE DA ENCOSTA DO CASAL DE LOIVOS
- 7 VINHA DE CIMA DA ENCOSTA DO CASAL DE LOIVOS
- 8 VINHA DA SABORDELA DE CASAL DE LOIVOS

- 9 VINHA DO CARRASCAL
- 10 VINHA DA ALAMPASSA
- 11 VINHA DAS SILVAS

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Respect for the Douro, for its heritage, diversity, expression, tradition and people is what keeps us in the wine trade. Through experience, we have come to see Port wine in a new light.

For us, Port can be expressed in three different categories – wines that have been

## **CRAFTED BY HAND, BY TIME OR BY NATURE.**

These are the three main factors that differ between each style, flavour, texture and complexity behind each bottle of Port Wine and make our Douro wines unique.





# VAN ZELLERS & Co

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## CRAFTED BY HAND

With our hands, we have cared for the vine, picked the grapes selected the best fruit and then blended the final wine.

- PORTO OLD TAWNY **10 YEARS**
- PORTO OLD TAWNY **20 YEARS**
- PORTO OLD TAWNY **30 YEARS**
- PORTO OLD TAWNY **40 YEARS**
- VZ DOURO RED
- VZ DOURO WHITE



## CRAFTED BY TIME

Time brings with it something surprising, knowledge, expertise and change reflected in the unexpected tastes and aromas.

- LATE BOTTLED VINTAGE
- CRUSTED AND VINTAGE PORTS
- CV - CURRICULUM VITAE DOURO WHITE
- CV - CURRICULUM VITAE DOURO RED



## CRAFTED BY NATURE

Nature is alive, moving and reproductive.  
Nature changes and nature has its own ways.

- PORTO OLD TAWNY **1980**
- PORTO OLD TAWNY **1997**
- PORTO OLD TAWNY **2010**
- PORTO VERY OLD TAWNY **30 YEARS**
- PORTO VERY OLD TAWNY **40 YEARS**
- CRUSTED PORTS
- VINTAGE PORTS

# CRAFTED BY HAND

Man has played an essential part in creating wines that have transported us to greater heights of pleasure and satisfaction.

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CRAFTED BY HAND



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It is with our work, knowledge and dedication, that the greatest flavours and aromas have been created.

## IT ALL STARTS WITH THE HAND OF MAN

who plants the vine, cares for it, and picks the luscious grapes this plant produces. After vinifying and fortifying the wine, it is placed in barrel. Each ageing barrel in our cellar has its own aroma and taste.

When we dedicate ourselves to knowing precisely what every scent, texture, colour and flavour is guarded in each oak cask, we start to make alchemy. Much like a perfume, the true art of the master blender is to combine all these different aromas to compose a harmonious wine.

The different notes we select and the careful combination of the different flavours will create a final blend.





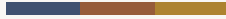
Each drop of wine is selected to produce the perfect blend for our

## RESERVE TAWNY AND FOR OUR 10, 20, 30 OR OVER 40 YEARS OLD TAWNY PORTS.

The location, age and the many different grape varieties that compose each vineyard are the essential parts we look into to produce the perfect blend for our VZ Douro White and Red wines.

It is our knowledge, our sensitivity and our capacity to hand make all the different blends that goes into each one of these bottles of wine.





The location, age and the many different grape varieties are factors that help us select the individual vineyards that go into our VZ Douro White and Red Wines. They are a blend of different terroirs,

## CAREFULLY SELECTED TO CREATE THE PERFECT BLEND.

It is our knowledge, our sensitivity and our capacity to hand make all the different blends that goes into each one of these bottles of wine.



# CRAFTED BY TIME

Time, in wine, a most valuable ally.

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CRAFTED BY TIME





It is time that will allow the wines to settle. Young wines are vibrant and exciting. Time helps to mellow down the strength of tannins, the muscle and structure of the wine, the fresh fruit, flower and earthy aromas that a young wine hold. In Port, time brings new nuances of colour, touches of gold and hints of green and amber. Time gives the wine freshness and simultaneously its more luscious and mellow feel.

**TIME STRENGTHENS BONDS, CREATES VALUABLE FRIENDSHIPS,  
AND HAS THE POWER TO KEEP THINGS TOGETHER.**

It is common and a constant in everyone's life, yet everyone feels different about it.

Just like wine.





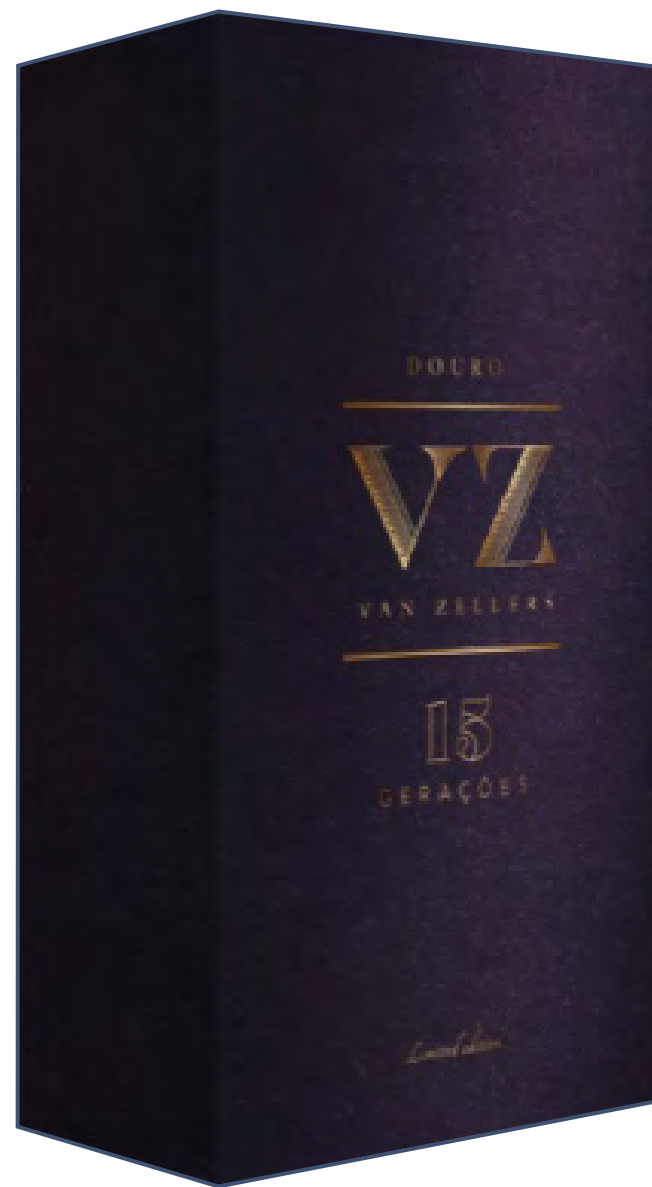
# WE CELEBRATE THE MAGIC OF TIME, WITH OUR SELECTION OF OLD TAWNY COLHEITA PORTS.

Our Colheitas Port are in the process of a new rebranding.  
Soon we'll have available Colheita 1934, 1935, 1940, 1950, 1962, 1968, 1970  
with a new image.



We also celebrate the magic of time of many generations of our family in the business, putting together the experience and skills passed down by each generation and acquired through time by the 14th generation, together with the “impulsive” youth and fresh innovation of the 15th generation to create the unique

## VZ 15 GERAÇÕES DOURO RED.



# CRAFTED BY NATURE

When we think of nature, we think of all the ways  
it dazzles our senses.

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CRAFTED BY NATURE



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Nature is alive, moving and reproductive. Nature changes and nature has its own ways.

Our nature is to create wines that show the life and soul of a place and of a wine. Something ever evolving, that we do not control and don't intend to. We intend to see it live in a bottle. And eventually, transform, having a life of itself.

These wines will not only show the unique characteristics of a place, but they will live in bottle, changing throughout time with a life of its own. The idea to bottle what nature has created is what makes winemaking so exciting.

## WE CELEBRATE NATURE WITH OUR LATE BOTTLED VINTAGE, CRUSTED AND VINTAGE PORTS.



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## IT IS IN OUR NATURE TO SHOW WINES THAT HAVE A STORY, A PLACE AND TIME.

CV-Curriculum Vitae was born when we discovered a vineyard that stood out from the whole of the Douro valley. We had to make this wine an individual bottling, from this singular place. A single identity, its own character and traits.

We all have a Curriculum of our own. CV is a wine that has its own “course of life”



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# VZ&CO EXPERIENCES

For us, it's not just about the wine. It's also about who drinks it and who you drink it with.

Our value lies in an all round experience through our wines and family.

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## FAMILY DINNERS

This time we're offering something that might be new for you. We organize dinners at our house in Porto, where the wines and Ports produced by our family's wine company take center stage. Van Zellers & Co has long been in family hands. Since 1620, our family has been dedicated to the Douro and the wines that are created in this valley. Respecting the ways and diversity of nature, by carefully tending to the vines and guaranteeing that wines age through time, we offer wines and Ports that reflect what we believe is essential in winemaking: nature, human hand and time. The dinner will be hosted by the family: Cristiano or Joana van Zeller. The menu will be based on old family recipes. We would be delighted if you'd like to join.





## HAND IN HAND WITH VAN ZELLERES & CO

Get to know the land we love through our eyes. Beyond tasting our wines, we want you to discover where they come from, how they are made and prepared.

Cristiano van Zeller takes you on this journey through the heart of the Douro region. Depending on the month, you can experience the harvest and the winemaking process. Our wines and Ports are 100% fermented in lagars.

We offer you the opportunity to foot-crush the grapes also.



## WINE TASTING ON BOARD

Pipadouro together with Van Zellers & Co proposes tailor made programs.

Having the boat on an exclusive basis allows the creation of an unique experience, according to the taste and measure of each client. This program essentially consists of an exclusive boat trip, during which Cristiano van Zeller will guide you through a tasting of white and red Douro DOC wines and Ports. These tours may include, in addition to the tasting, a meal on board that will be served by Pipadouro and provided by Michelin star Chef Rui Paula, from the DOC restaurant.



# CASA STO ANTÓNIO BRITIANDE

Beyond being a charming guest house within an estate of ancestral history, Casa de Santo António de Britiande also works as an Enotourism. The owners, together with Van Zellers & Co welcome here groups of wine enthusiasts, who are eager to pair our wines with local gastronomy. In an old kitchen, with wooden oven cookery workshops are organised as well. And guests can also participate in the fruit harvesting, if they happen to be around in its specific seasons.



# PRICE LIST

## TASTING CRAFTED BY HAND - THE BEGINNING

VINHOS	CUSTO DOS VINHOS (garrafa)	CUSTO DOS VINHOS (por pessoa até 10)
Van Zellers & Co VZ Douro Branco	8,00 €	8,00 €
Van Zellers & Co VZ Douro Tinto	8,00 €	8,00 €
Van Zellers & Co. Reserva White Port	12,50 €	1,25 €
Van Zellers & Co. Reserva Tawny Port	12,50 €	1,25 €
<b>Custo total</b>	<b>35,00 €</b>	<b>22,00 €</b>
<b>Número de pessoas</b>	<b>Custo por pessoa (com IVA)</b>	
min./max. 4 people	35,00 €	

## TASTING CRAFTED BY HAND - 100 YEARS OF PORT

VINHOS	CUSTO DOS VINHOS (garrafa)	CUSTO DOS VINHOS (por pessoa até 10)
Van Zellers & Co VZ Douro Branco	8,00 €	8,00 €
Van Zellers & Co VZ Douro Tinto	8,00 €	8,00 €
Van Zellers & Co. 10 Years Old Tawny Port	12,00 €	1,20 €
Van Zellers & Co. 20 Years Old Tawny Port	27,00 €	2,70 €
Van Zellers & Co. 30 Years Very Old Tawny Port	31,00 €	3,10 €
Van Zellers & Co. Over 40 Years Very Old Tawny Port	51,00 €	5,10 €
<b>Custo total</b>	<b>105,00 €</b>	<b>28,00 €</b>
<b>Número de pessoas</b>	<b>Custo por pessoa (com IVA)</b>	
min./max. 4 people	50,00 €	

## TASTING CRAFTED BY NATURE

VINHOS	CUSTO DOS VINHOS (garrafa)	CUSTO DOS VINHOS (por pessoa até 10)
CV - Curriculum Vitae Douro Branco	30,00 €	30,00 €
CV Curriculum Vitae Douro Tinto	35,00 €	35,00 €
Van Zellers & Co. LBV Port	8,50 €	0,85 €
Van Zellers & Co. Vintage Port	35,00 €	3,50 €
<b>Custo total</b>	<b>133,00 €</b>	<b>85,00 €</b>
<b>Número de pessoas</b>	<b>Custo por pessoa (com IVA)</b>	
min./max. 4 people	85,00 €	

## TASTING CRAFTED BY TIME

VINHOS	CUSTO DOS VINHOS (garrafa)	CUSTO DOS VINHOS (por pessoa até 10)
Van Zellers & Co. 15 Gerações Douro Tinto	30,00 €	30,00 €
Van Zellers & Co. 1962 Colheita Very Old Tawny Port	250,00 €	25,00 €
Van Zellers & Co. 1980 Colheita Very Old Tawny Port	125,00 €	12,50 €
Van Zellers & Co. 2002 Colheita Very Old Tawny Port	42,50 €	4,25 €
<b>Custo total</b>	<b>550,00 €</b>	<b>88,00 €</b>
<b>Número de pessoas</b>	<b>Custo por pessoa (com IVA)</b>	
min./max. 4 people	100,00 €	

## TASTING CRAFTED BY TIME - THE XIX<sup>TH</sup> CENTURY

VINHOS	CUSTO DOS VINHOS (garrafa)	CUSTO DOS VINHOS (por pessoa até 10)
Van Zellers & Co. 400 Anniversary Very Old Tawny Port	2.500,00 €	178,57 €
Van Zellers & Co. 1860 Very Old Tawny Port	2.500,00 €	178,57 €
Van Zellers & Co. 1870 Very Old Tawny Port	2.500,00 €	178,57 €
Van Zellers & Co. 1888 Very Old Tawny Port	2.500,00 €	178,57 €
<b>Custo total</b>	<b>12.300,00 €</b>	<b>878,00 €</b>
<b>Número de pessoas</b>	<b>Custo por pessoa (Com iva)</b>	
min./max. 4 people	1.000,00 €	

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# THE FUTURE AHEAD



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# 2021 PROVISIONAL PLAN

JAN - FEB

## OFFICIAL LAUNCH VZ&Co

Digital Launch - social media, website, promo campaigns

JAN

## PR

6L and 9L Tawny Reserve giveaway to the 5 most important clients as a thank you acknowledgement

FEB

## PR

Press note announcing that Cristiano van Zeller is now 100% dedicated to his business VZ&Co

JAN

## PR VAN ZELLERS & CO EXPERIENCE

Experience dinner with the producer, family and friends at their home. Invitation for national and international journalists (8 at the time). Target: national and international journalists

JAN - MAR

MAR - APR

## 400 VERY OLD TAWNY PORTO LAUNCH MAR

APR  
ProWein

## PR OFFICIAL LAUNCH EVENT VZ&Co

Event at Cristiano's home for national and international press & other agents of the sector

APR

MAY - JUN

## SOCIAL MEDIA 400 YEAR OLD TAWNY PORTO

Sample bottle sent out to clients all over the world for a Zoom live tasting. Focus on key markets

MAY

## VAN ZELLERS & CO EXPERIENCES

Open up the experience dinner with the producer, family and friends at their home to final clients

MAY - SEP

JUL - SEP

## NEW HARVEST LAUNCH

CV White 2020 e Red 2019 LBV 2017  
VZ & CO 15 GERAÇÕES 2017

SEP - OCT

OCT - DEC

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