

VAN ZELLERS & Co

SINCE 1620

THE OLDEST
PORT WINE FAMILY

THE FAMILY

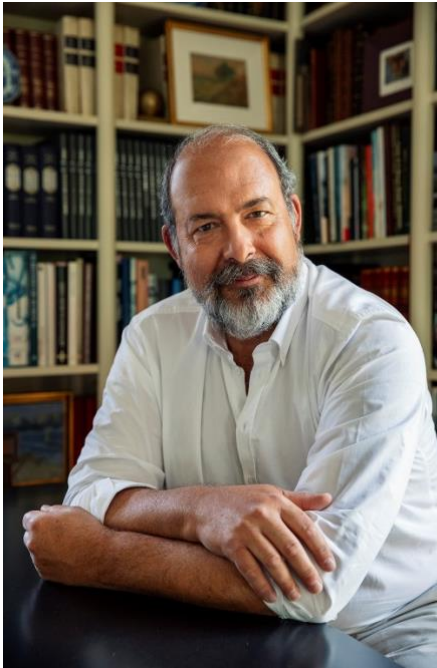


Cristiano van Zeller – The Boss
Joana van Zeller – PR and wine tourism
Francisca van Zeller – Avid Storyteller
Cristiano van Zeller Junior – Respiratory Doctor
João van Zeller – Sales and Sportsman

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Cristiano van Zeller – The Boss

I am part of the Douro and the Douro is part of me. This defines the way I live and work in this region and its wines.

When I was born, my uncle Luís put a glass of Port next to my nose. That smell and sense of belonging have never left me since. It is in the Douro that I keep my adventurous and enthusiastic spirit alive.

I'm proud to have contributed to and developed wine projects that are today a symbol of the new Douro: a Douro capable of producing high quality DOC wines, alongside Ports of excellent quality. We have achieved this by preserving indigenous grape varieties, traditional planting, maintaining old vineyard techniques and applying innovative ones.

I was lucky enough to be able to realize my vision, placing the region among the best wine-growing areas in the world, together with the Douro Boys, a group of which I am a founding member. The five of us share a pioneering vision for the region and its wines.

With the relaunch of Van Zellers & Co, I'm focused on recovering the legacy and experience of over 400 years of my family's history working this region and its wines. Our deep knowledge of Port, the Douro and the potential of its wines has led us to define our portfolio based on 3 categories: Wines Crafted by the Hand, Crafted by Nature and Crafted by Time.

Through this new approach, my family and I want to create a closer consumer experience and invite you to join us on this new journey, because we want to share our legacy with you.

Nothing would give greater meaning to this new stage than to share this chapter with you. We want you to feel the pleasure of experiencing the Douro and come and taste our wines.

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Joana van Zeller – PR and wine tourism

The Douro is my home. I grew up understanding it in a very particular way. This is what I want to show you when we have lunch together.

The aromas, the summer heat, the olives, the wines... I think that's why I represent our wines created by nature. My nature is rooted in this region, as well as in my professional career. The Douro is where I have the strongest childhood memories and one of my main challenges. Before this adventure, the relaunch of Van Zellers and Co, my husband and I gave life and light to my family's land. Quinta Vale D. Maria, in the valley of the Rio Torto, had never had its own name and it was there that we built our first family home in the Douro.

The Van Zeller family is now Van Zeller's & Co. It's a legacy that we want to leave to our children and where we want to create new memories for our family. My life story in the Douro also extends to tourism. I worked at the Six Senses Douro Valley hotel from its opening until May 2023 as PR and Communications Director and it has been a joy to see how the Douro, a World Heritage Site, has become a destination of choice for those looking for a more authentic experience.

As well as being the mother of 3 wonderful children, the 15th generation of this family, I also take on Public Relations at Van Zellers & Co.

For us, this trip is only worthwhile when shared. That's why I'm looking forward to welcoming you to our home, where we can exchange life stories while tasting our wines

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Francisca van Zeller – Avid Storyteller

I have a genuine curiosity about the world, its stories and its people. This makes me a natural ambassador for the Douro and its wines, a place where I had the privilege of growing up and where I have the deepest and happiest memories.

It was here that I met people from all over the world. Nothing fascinates me more than meeting people. That's why I studied History and Journalism before studying Viticulture and Oenology. I believe that this life journey has led me to appreciate listening, telling stories and exploring my creative side even more.

The spirit of joy and togetherness felt during the grape harvest, combined with the aroma of the wine presses, the first rains that fall on the hot schist, the cypresses, citrus fruits, olive trees and fig trees so common in this region, as well as the rockroses and the noise of people singing during the treading of the grapes, have always magnetized me!

This unique Douro nature, linked to wine production, is part of my identity and is the reason why I feel in tune with the wines created by nature that we have in the Van Zellers & Co. portfolio.

I've had the good fortune to experience different opportunities in the world of wine and to hear different stories. But where I'm happiest is working with my family. Today, at Van Zellers and Co I am responsible for Marketing and Communications. In recent years, I ran the PR and Communications departments at Aveleda, and now I'm fully dedicated to the family business.

During the pandemic and when I was working at Quinta da Aveleda, I launched the Instagram project „Provas em Casa“, in which we explained the diversity and complexity of Portuguese wines and terroir to consumers in a simple way, thus maintaining a channel for communication and sharing. Communication is part of my nature. Sharing experiences and stories is what makes me look at life as a glass half full.

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Cristiano Junior – Respiratory Doctor

People say I'm starting to look like my father. I inherited the determination, pragmatism and sense of humor from my parents.

I think that's how most people see me and I agree, modesty aside.

Despite living further away from the Douro, I've been living in the UK, where I'm a doctor, since I was 18. Emotionally, the Douro is and always will be the place where I enjoy the best that life has to offer: friends and family.

For me, the Douro has a unique characteristic which is where time seems to stand still when we are faced with the immensity of the vineyard landscape at sunset on a summer's day.

I often remember the moments I spent there. Time has the magical ability to condense countless stories and experiences and this is something that I believe our wines Crafted by Time - our Colheita Ports - can show.

I will soon be returning to Portugal to continue my work and the Douro is definitely what keeps the country so present in my life. I look forward to enjoying the pleasures of the renovated Van Zellers & Co again with all our friends.

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João – Sales and Sportsman

I'm the youngest son in this family and I represent Van Zellers & Co like a young footballer who has just stepped onto the pitch in one of his first games: with a lot of energy and curiosity for the challenge of the unknown.

I think this is somehow related to my mission here at Van Zellers & Co since the beginning of 2023 - to represent and promote Port and Douro wines to younger consumers.

As an avid footballer and sportsman in general, it is the ability of man's hand, the physical and mental strength we possess to face the challenges of nature and life that fascinate me the most.

It's no coincidence, therefore, that I find myself most interested in the wines Crafted by Hand. These wines reflect human work and mastery. It is the hand of man that plants the vine, cares for it and harvests the delicious grapes it produces. It is also man who blends and mixes the wine to achieve the perfect result.

Although the Douro has been an intrinsic part of my life since I was born, I am still keen to learn its meanings through our family legacy in this business.

This enthusiasm for what we do at Van Zellers & Co is what I want to share with you when you come and meet us.

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