

Ricardo Diogo Freitas (PT)

Vinhos Barbeito Madeira

June 25th



Ricardo Freitas graduated in 1989 in History, in Lisbon. He is grandson of Mário Barbeito de Vasconcelos, who in 1946 founded the company Barbeito Wines. The quality of the wines gathered an excellent reputation among consumers, which helped to build a strong image of Barbeito's brand in the different markets.

In 1991 Ricardo Freitas started working in the company, and for the first time a family member is in charge of the wine production. Since then, the importance of a close relationship with the winegrowers has been increasing, seeking for the best quality grapes. In 1993 Ricardo graduated in a wine making techniques course, adding throughout the years various wine growing and wine tasting courses.

He is a member of Madeira's Wine Tasting Chamber since 1999, as well as member of Madeira's Wine Brotherhood since 1997. Ricardo is also a member of the Madeira's Wine Exports Section at the Funchal Chamber of Commerce since 2004. Since 1993 Ricardo Freitas is the company's responsible for planning as well as blending and harvest. He also represents Barbeito in the most important international wine fairs since 1998.

