

Declaration forDiversity and Inclusion

Ser is the cultural model which defines VSPT Wine Group identity, based on our values of Work Excellence, Passion for wine, Innovation, Sustainability and Integrity, as well as our capabilities: Analytic capacity, Communication, Integrated Teams and Empowerment. This model aims to put people at the center of our business and our organization, because they comprise our distinguishing element.

In this context, our commitment towards people begins with respecting and valuing the diversity of our collaborators. Ser más is a program which nurtures a more diverse and inclusive culture, guaranteeing full participation from people who have different realities, stories and visions. In order to safeguard this alignment, this Declaration for Diversity and Inclusion is defined within Ser.mas, with four elements for which we will always strive to promote and ensure full compliance.



No Discrimination

We will not accept arbitrary discriminative actions based on sex, socioeconomic situation, race or ethnicity, age, sexual orientation, gender identity, personal appearance, disability, or any other dimension without justification. All people should participate at VSPT Wine Group without feeling limited, threatened or excluded.

Respect and Dignity

People are the center of our organization and for this reason we are committed to constructing a respectful and dignified working environment for everyone who is part of our organization. We hope that this environment creates a favorable working climate for the development and expression of diversity in its various forms.



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Diverse & Integrated Teams

We are committed on creating an inclusive environment which attracts diverse beliefs and opinions, which will enrich our professional and personal experiences, with collaborative, creative and innovative teams. We hope that everyone can achieve their maximum potential and we understand this will happen in so far as everyone can show themselves as who they are.

Transverse Responsibility

At VSPT Wine Group, the culture of diversity and inclusion is built by everybody that makes up the organization. For this reason, we are all responsible for our actions and the decisions made associated with diversity, inclusion and not discriminating.



Pedro Herane Aguado CEO

This Declaration includes our collaborators, suppliers and clients, who are diverse and present everywhere. For this reason, the diversity of each person enables us to celebrate life and inspire experiences, from VSPT Wine Group to the world.