



Declaration of Consent

We, on behalf of the Casa do Povo de São Martinho, express our full support for the candidacy of the Madeira Wine Traditions for inscription on the UNESCO Representative List of the Intangible Cultural Heritage of Humanity.

Madeira Wine is a heritage that spans more than 200 years of rich history, dedicated to the expansion of our cultural identity; a heritage that is not limited to Madeiran soil, but also extends to foreign lands. Millions of people around the world appreciate our wine, clearly demonstrating favorable interest in such a gastronomic product. It is not just any beverage. It is a cultural symbol that contains within itself every vineyard and every minute of effort spent by our winegrowers, with the purpose of conveying all the dedication and the unique methodology that make this wine an exceptional asset that must not be forgotten.

We recognize that, in an increasingly globalized and technologically advanced world like today's, it is ever more crucial to fight for the preservation of Madeira Wine production. One of its most emblematic characteristics is the admirable persistence of the winegrowers in using exclusively manual labor in the cultivation of the grapes, which involves a great deal of physical effort and determination, but in return preserves the ancestral characteristics that distinguish Madeira Wine from other wines. It is important that we relearn to value the winegrowers and the heritage to which they dedicate their lives to offer us, whether we are Madeiran or not.

Generations of the past, partners and friends of our Casa do Povo, agree that Madeira Wine is a highly precious component, both commercially and historically, as well as in terms of heritage. It is necessary for future generations to understand, once and for all, the importance of the wine and its traditions, and why it must be preserved and protected, as our island of Madeira—just like the rest of the world—benefits, and will greatly benefit, from its long-lasting existence.

For all these reasons, we hereby declare our consent and full support for the candidacy of Madeira Wine to the UNESCO Representative List of the Intangible Cultural Heritage of Humanity.

Funchal, November 24, 2025