



VISTA ALEGRE

1824

GRUPO VISTA ALEGRE ATLANTIS

VISTA ALEGRE  
1824

*Vista Alegre currently manufactures 15 million pieces a year. Along with its own stores, the brand has established a large distribution network, exporting products to over 60 countries.*

## ***PRODUCTION AREAS***

*Grupo Vista Alegre Atlantis offers  
6 different production configurations,  
within the ceramics and crystal segments.*

*Porcelain*  
***Vista Alegre, Casa Alegre***

*Faience*  
***Bordallo Pinheiro***

*Earthenware*  
***Cook & Serve***

*Stoneware*  
***Casa Alegre, Cook & Serve,  
Bordallo Pinheiro***

*Crystal*  
***Vista Alegre***

*Glass*  
***Vista Alegre, Casa Alegre***

## ***STRATEGIC VISION***

*Grupo Vista Alegre Atlantis aims to strengthen its position worldwide as one of the most prestigious porcelain, crystal, and glass manufacturers, offering an unparalleled range of tableware, giftware, and hotelware products.*



## ***The Vista Alegre Porcelain Factory was established in 1824***

*Throughout its history, the brand has been strongly associated with arts and culture, a fact that, to this day, plays a pivotal role in its international reputation.*

## ***About its founder***

***José Ferreira Pinto Basto***, a distinguished figure in the Portuguese society of the 19th century, an audacious business man and politician, was responsible for this daring project. His vision and resilience were paramount to the success of Vista Alegre and the creation of Lugar da Vista Alegre, an industrial complex where the living conditions and education of the workers and their families were the object of highly innovative measures.

## THE HISTORY OF VISTA ALEGRE

  
VISTA ALEGRE  
1824

*To this day, Vista Alegre remains much more than a manufacturing plant. It is also an architectural ensemble of undeniable interest, which includes the factory, a 16th century chappel (national monument), a 19th century palace, theater, museum, the original worker's quarter, and stores, among many other points of interest. A place of unequaled industrial, historical, and cultural heritage.*



THE HISTORY OF VISTA ALEGRE



THE NOSSA SENHORA DAPENHA  
DE FRANÇA CHAPPEL



THE VISTA ALEGRE  
MUSEUM



THE VISTA ALEGRE  
THEATER



THE 19TH CENTURY  
WORKER'S QUARTER

## THE BRAND

*The brand has been recognized by its customers with a “**Superbrands**” quality seal.*



*In the last few years, Vista Alegre has been awarded several **international recognitions in major design competitions**, such as:*

**Red Dot Design Awards**



red**dot** design award  
winner 2017



**German Design Award**

**Iconic Awards**



**Wallpaper Design Awards**



**Good Design Awards**





VISTA ALEGRE

1824

HOTELWARE



## ***Vista Alegre Hotelware: A Demanding Brand***

*The progressive growth of the demand and supply, together with the increase in quality in the hotel sector made Vista Alegre see tourism and gastronomy as an organic extension of its activity.*

*Tecnology, fast response, development capacity and competitive price, allowed the brand to boost its presence and expertise in new markets.*



## ***Competitive Advantages***

*Vista Alegre offers a wide range of tableware and ovenware porcelain and stoneware products for the horeca channel, complemented by glass pieces and high quality cutlery.*

*Contemporary design, quality and innovation are the main drivers for this market, never forgetting the functional properties and the resistance in the performance that makes the difference.*



HOTELWARE

## ***Product Segments***

*Essential*

*Decorations*

*Contemporary: Porcelain*

*Contemporary Stoneware*

*Signature*

*Excellence*

*Accessories*

*Overnware: Porcelain & Stoneware*

*Glassware*

*Decorative*

*Cutlery*

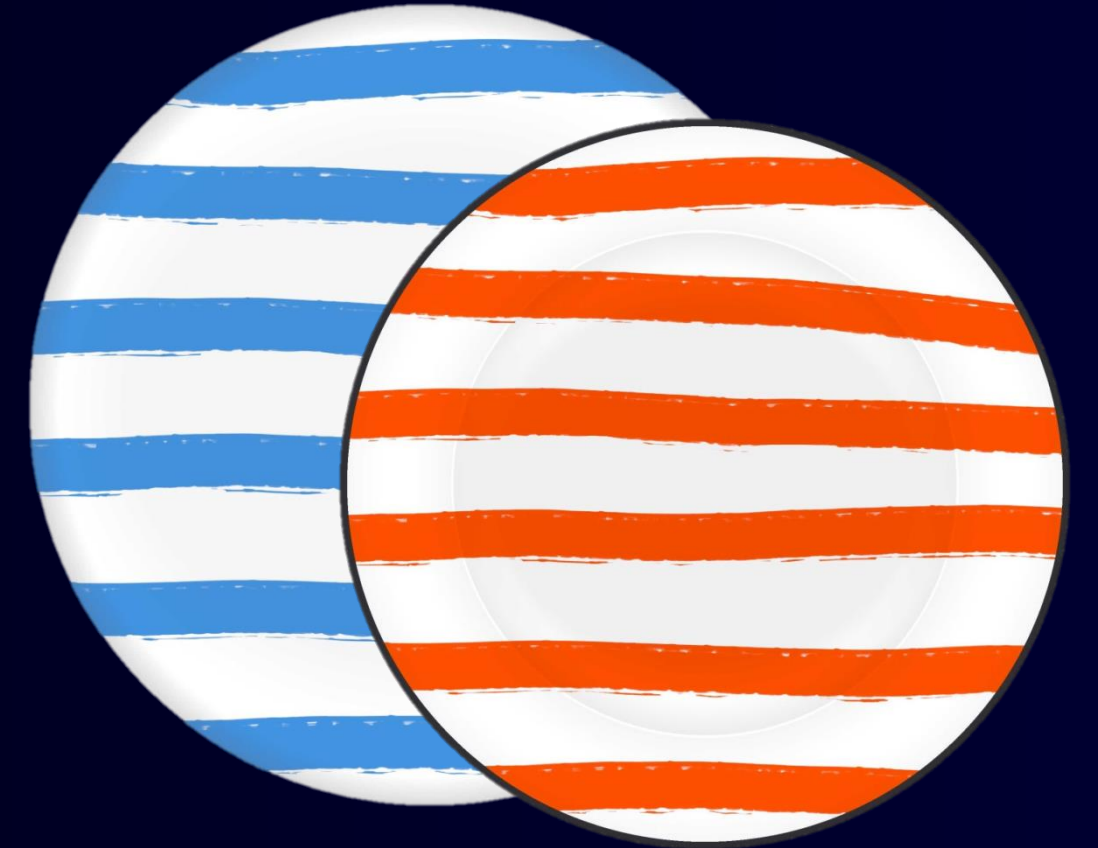
  
VISTA ALEGRE  
1824



## Customizations

*Each hotelware model is personalizable for each client*

*Our Design Team can develop any decoration specific and unique for a client*



HOTELWARE



**MATRIX**  
*by Bartek Mejor*



**SAUVAGE**



**CHEFS' COLLECTION**  
**LAKE** *BY Chef Denis Perevoz*



VISTA ALEGRE  
1824

**SHINE**



**INFINITA**  
*by Carsten Gollnick*

HOTELWARE

## Strategy

*Vista Alegre invests in new shapes to meet the market needs and works in partnership with the greatest Chefs as well as international designers to provide the market with the most innovative products.*

VISTA ALEGRE  
1824



HOTELWARE

## ***Top Sellers***

- 1. Perla***
- 2. Estoril***
- 3. Spirit Hotel***
- 4. Luna***
- 5. Gourmet***
- 6. Europa***
- 7. Silk Road by Carsten Gollnick***
- 8. Carré***
- 9. Algarve***
- 10. Utopia***





HOTELWARE

PERLA



ESTORIL



SILK ROAD



LUNA



UTOPIA

VISTA ALEGRE  
1824

HOTELWARE

## **Stoneware**

*Following the latest trends in gastronomy and in food styling, these new products enhance and differentiate all types of culinary delights, while being themselves striking creations that intensify the enjoyment of tasting.*

*The hand glazing process provides different tones and textures to each piece, accentuating its individuality and imprinting a unique artistic trademark.*

*Collections designed to doubly entice: the palate and the eyes.*



HOTELWARE

## ***Bordallo Stoneware***



*Bordallo Pinheiro has developed a stoneware collection specially designed for the HORECA channel, in line with the increasing needs of this market.*

*The unique brand awareness of Bordallo Pinheiro collections is aligned with product resistance and functionality required by the most demanding professionals, preserving the colour depth and liveliness, the manual painting and reliefs work features, so representative of Bordallo's naturalism.*

  
VISTA ALEGRE  
1824



HOTELWARE CLIENTS



## ***Customer Focus***

*Priority in understand customers' requirements.*

*Long term perspective of our relationship with customers and always improving in order to achieve customers satisfaction.*

*Ensure a High Level Services in order to maintain highest standards in what concerns innovation, production, deliveries and after sales assistance.*

*Customers Loyalty as a key to force us improving our quality management system.*





VISTA ALEGRE

1824