

# Press Release

News from a world of difference



## WINES OF PORTUGAL LAUNCHES "10 CHEFS / 10 WINERIES" PROGRAM IN U.S.

APRIL 3, 2014

To showcase the incredible versatility of Portuguese wines with food, Wines of Portugal is launching an exciting new culinary-focused program in the United States this April. The program, known as "10 Chefs / 10 Wineries," will match ten Portuguese wineries with ten of America's top chefs, culminating in an online cooking series and limited edition printed recipe guide that will be available to trade, press and consumers by the end of the year.

Chefs representing a diverse range of cuisines have partnered with Wines of Portugal to highlight the wide range of flavors found in Portuguese wines and their versatility with dishes from varied culinary backgrounds. All in all, ten unique dishes have been created in ten different cuisines and culinary styles, including Modern American, Japanese, French, Italian, Vietnamese, Contemporary Portuguese, Asian fusion and seafood. Each dish has been matched with an acclaimed Portuguese winery and paired with a carefully selected wine chosen by each of the ten chefs.

"Portuguese wines are wonderful with Portuguese food, but they also pair remarkably well with all kinds of world cuisines," said Wines of Portugal Marketing Director Nuno Vale. "The recipes created by these amazing chefs will give U.S. food and wine lovers ten very different and delicious ways to experience the food friendliness of Portuguese wines."

The first chef to be unveiled in the "10 Chefs / 10 Wineries" program is Michelin-starred Chef Ben Pollinger of Oceana Restaurant (New York), arguably one of the finest seafood chefs in the country. Chef Pollinger and Oceana's Wine Director, Pedro Goncalves, worked closely with Wines of Portugal on a dish that emphasized Portugal's love of pairing rustic red wines with high quality seafood dishes. This recipe and wine pairing collaboration will be launched in April, 2014, as a video and downloadable recipe available at the program's dedicated webpage, [winesofportugal.com/us/food-and-wine/10-chefs-10-wineries](http://winesofportugal.com/us/food-and-wine/10-chefs-10-wineries), and Wines of Portugal's U.S. Facebook page ([WinesofPortugalUS](http://WinesofPortugalUS)).

Wines of Portugal will announce new chef collaborations and pairings (using the hashtag #10Chefs) throughout the year from now through January on Wines of Portugal's Twitter ([@WPTUSA](https://twitter.com/WPTUSA)), U.S. Facebook page, and [program page](#). The printed recipe guide featuring all ten chef collaborations will be available by the end of the year at all Wines of Portugal events around the country and as a special giveaway to Facebook fans.

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### ABOUT WINES OF PORTUGAL

The 2010 launch of the Vinhos de Portugal (Wines of Portugal) marketing drive is the result of a collaborative exercise by the whole of the Portuguese wine industry and its representatives, a new, dynamic take on wine promotion. Up on the banner of this united 'Portuguese brand' is a new logo. The eye-catching 'P' for Portugal symbolizes the very essence of Portugal's contemporary wines: a bright, modern image filled with individual, colorful, creative icons



plucked from vineyard, cellar and the wine-drinking moment. Across Portugal's immense variety of *terroirs*, using the plethora of unique grape varieties and blends this small but diverse country has to offer, grape-growers and winemakers take a creative, skilled, technical yet also artistic approach. The wines we make are unique and distinctive. Difference is what Portuguese wines are all about! Different *terroirs* and climatic conditions, different grapes and ultimately, wines of different character and flavors. The more you get to know them, the more those differences fascinate and draw you in – until finally it's love, pure and simple.

Wines of Portugal brand is managed by ViniPortugal, a trade association whose aim is to set Portugal as the next hot spot in the international wine scene. Wines of Portugal provides strategic support to the Portuguese wine sector, bringing together organizations representing trade (ANCEVE and ACIBEV), production (FENAVI and FEVIPOR), cooperative wineries (FENADEGAS), distillers (AND), farmers (CAP), demarcated regions (ANDOVI) and government bodies (IVV).

## ABOUT COLANGELO & PARTNERS

Colangelo and Partners is a public relations agency specializing in food, wine and spirits. We have long established relationships with the key press that drive these business categories and help determine the industry's leading brands. We continually create unique story lines that are consistent with our Clients' brand strategies in order to provide a steady stream of compelling content to journalists and keep our Clients in the news.



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