

Press Release

News from a world of difference



A FULL SEASON OF PORTUGUESE WINES THROUGHOUT AUTUMN 2012

THURSDAY, SEPTEMBER 27TH, 2012

WINES OF PORTUGAL SWEEP MIAMI, NEW YORK AND CHICAGO

A FULL, FALL SEASON OF PORTUGUESE WINE WITH MIAMI INTERNATIONAL WINE FAIR, NEW YORK WINE RIOT, EDIBLE ESCAPE, WINE SPECTATOR LUXE HOME 'CHILL' AND THE "50 GREAT PORTUGUESE WINES" EVENT

Fall has begun, and while temperatures are starting to cool off, the wine scene is just heating up. Exciting wine, food and social events in cities across the USA will bring Portuguese wines to enthusiasts throughout the fall. See the line up of events below to learn where you can enjoy A World of Difference wherever you plan to spend the season.

MIAMI INTERNATIONAL WINE FAIR

Wines of Portugal were a big hit with 500 local consumers and 3,000 members of the wine trade who traveled to the "Capital of Latin America" for the Miami International Wine Fair September 15th-16th. A survey seminar of Portuguese wine regions and styles was led by renowned wine educator, Charlie Arturaola.

NEW YORK WINE RIOT

If you were in New York this past weekend, you may have been among the 2,500 or so wine lovers at the New York Wine Riot enjoying Portuguese wines, tasty food samples, a tireless DJ, photo booth, temporary tattoos, and the company of a few thousand other wine lovers.

EDIBLE ESCAPE

On October 17th in New York City, Portuguese wines will be paired with delicious Portuguese cuisine from Pão restaurant at Edible Magazines' Edible Escape at the Angel Orensanz event space on the Lower East Side. For tickets visit <http://www.ediblemanhattan.com/edible-escapes-2012/>

WINE SPECTATOR LUXE HOME CHILL

November will see Wines of Portugal travel to Chicago for Wine Spectator's 'Chill' event at the Luxe Home showrooms at the Merchandise Mart. Guests will enjoy Portuguese wines paired with cuisine from distinguished chefs amidst the ambiance of the world's largest collection of premier boutiques for homebuilding and renovation. For tickets visit <http://www.luxehome.com/luxehome/index.cfm/chill/>

THE "50 GREAT PORTUGUESE WINES EVENT"

On Tuesday, October 30th, Master Sommelier and Master of Wine Doug Frost will reveal, for the first time, his hand-selected line-up of 50 Great Portuguese wines. Doug Frost will also host a VIP lunch honoring the 10 Best of the Best Portuguese Wines, along with Master Sommelier Evan Goldstein who will be hosting the Awards Show. The 50 Great Grand Tasting will showcase the range and diversity of Portugal's wines - from the dry reds of Bairrada to the delicious whites from Vinho Verde, and from Tejo and Lisbon regions to the progressive offerings from Alentejo and Douro. This unique opportunity to taste an exclusive selection of Portugal's finest wines will be open to all wine trade & media with valid business card from 2:30-5:30pm, with a consumer tasting to follow from 6-9pm at

The Harold Pratt House. For more information on the trade tasting, visit <http://50greattrade.eventbrite.com/>. To purchase tickets to the consumer tasting, visit <http://50great.eventbrite.com/>.

ABOUT VINI PORTUGAL

Created in 1997, ViniPortugal is a trade association whose aim is to promote Portuguese wines, brandies and vinegars in the domestic and target international markets. ViniPortugal 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). ViniPortugal's promotional activity is financed by a variable sum made from payments by producers to the Institute of Vine and Wine (IVV) for certifying their wines, brandies and vinegar.



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.



CONTACTS:

ERICA NONNI

Colangelo & Partners Public Relations
646-624-2885 x112
enonni@colangelopr.com

PAUL YANON

Colangelo & Partners Public Relations
646-624-2885 x106
pyanon@colangelopr.com