

Press Release

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FACEBOOK CONTEST GIVES FANS OPPORTUNITY TO WIN A TRIP TO DISCOVER WINEMAKING IN PORTUGAL

THURSDAY, JULY 19, 2012

ViniPortugal, the trade association responsible for the promotion of Portuguese wines around the world, is launching its premier U.S. Facebook contest, giving fans the opportunity to win the grand prize of a five day trip for two to Portugal to discover Portuguese wines and learn hands-on about the winemaking process. Runner-up prizes of a wine refrigerator, glassware sets and subscriptions to Wine Enthusiast Magazine are also available.

The 'Win a Trip to Portugal' contest encourages fans to challenge their senses and enjoy the complexity of the more than 250 grape varieties present in Portugal, filling the winner's itinerary with daily winery visits and deliciously unique Portuguese wine experiences. After five days spent learning and tasting their way through the various wine regions of Portugal, the winning adventurer will most definitely have had the epicurean experience of a lifetime.

Running from July 16th through September 25th, 2012, entrants can gain more chances to win bi-weekly by answering a new entry question and sharing with their [Facebook](#) friends. To enter, visit the Wines of Portugal U.S. Facebook page. Fans can also spread the word on Twitter by mentioning [@WPTUSA](#).

This promotion is conducted in partnership with Turismo de Portugal and Wine Enthusiast magazine. This promotion is in no way sponsored, endorsed or administered by, or associated with, Facebook. Only residents of the United States of America are eligible to enter and win. Contestants must have a valid Facebook account to enter and read and agree to the stated rules and conditions. Winner will be notified by email by 5PM EST, September 28th, 2012.

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 (ANDOV) 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.



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