

Press Release

News from a world of difference



Wines of Portugal at London International Wine Fair Stand: D10/ E10

TUESDAY, 21st February 2012

Wines of Portugal is unveiling a brand new initiative designed to enthuse the UK wine trade about the quality and diversity of Portuguese wines.

Launching at the Wines of Portugal Annual Tasting on 21st February 2012, **Discover a World of Difference** will target both the on and off trade in equal measure, as well as the wine-engaged consumer.

A team of ambassadors will be recruited and trained by Wines of Portugal to host a number of tastings and dinners in independent wine merchants and restaurants up and down the country. Their mission? To extol the virtues of Portuguese wines to consumers whilst strengthening links with and incentivising shop staff and sommeliers.

Masterclass with Peter Richards MW

Nuno Vale, Marketing Director for Wines of Portugal, says: “2012 will see a slight shift in focus for Wines of Portugal, with increased emphasis on enthusing independent wine merchants and engaging trade and consumers face-to-face. This approach is a win-win for everyone involved – Wines of Portugal gets energetic and accurate delivery of key messages through benchmark wines, consumers learn more about Portuguese wines and the host independent or restaurant gets some promotional stock, an interesting evening for their customers and increased sales.

OLN Independents Lounge

“Portugal has such an extremely long history of winemaking, and the majority of its wines are still made today from traditional, local varieties, most of which are found nowhere else in the world. The resulting wines are refreshingly different, their flavours unique and characterful, wines that will delight and fascinate everyone from casual social drinkers to wine lovers and experts. It is vital that we communicate this unique ‘world of difference’ that Portuguese winemaking has to offer.”

Wine of Portugal 2012 marketing activity will also include attendance at all the major, influential trade and consumer events, the unveiling of Julia Harding MW’s selection of 50 Great Portuguese Wines, and the launch of the Wines of Portugal Sommelier and Young Sommelier of the Year competition.

-Ends-

For further press information, or to interview Nuno Vale, please contact Cathy Warren or Briony McIntosh at Cube Communications: cathy@cubecom.co.uk / briony@cubecom.co.uk

