

# Press Release

News from a world of difference



## **Wines of Portugal Visits US Market with Series of Fall Events**

*Yearlong tour continues with Fall Tastings, Culinary Programs and Portuguese Wine Intensives*

**New York, NY, October 16, 2014** - Wines of Portugal announces its fall 2014 event series as part of a yearlong tour of top US wine markets. Building on the momentum of the Grand Tastings and successful 50 Great Portuguese Wines selection earlier this year, the Wines of Portugal team will showcase the diversity of quality Portuguese wines through consumer, industry and media events.

- Grand Tastings - Trade, media and consumers are invited to experience over 300 of Portugal's finest wines at walk-around tastings in Boston and New York City. Members of the industry will have an exclusive opportunity to attend a master class on Portuguese wines, led by Master Sommeliers Evan Goldstein and Keith Goldston.
- Importer Tastings - In Chicago and Houston, local trade will be introduced to Portuguese wines seeking importation or distribution in the US.
- *Academia do Vinho* - Aimed towards industry professionals, this day-long intensive in Chicago will offer an in-depth look at Portuguese wines, covering soil characteristics, grape varieties and wine styles. The Academy class also includes an optional certification exam in which the top-scorer will win a trip to Portugal.
- Culinary Academy - Culinary students at Johnson & Wales University, the International Culinary Center and the Culinary Institute of America will enjoy an intimate wine-pairing seminar with renowned chef and cookbook author Joyce Goldstein and Master Sommelier Evan Goldstein.

"In the first half of 2014, we saw a 19.1% increase in export growth in the US market, proving that US consumers have a growing interest in Portuguese wines," says Nuno Vale, Wines of Portugal Marketing Director. "We're confident that our fall events in these US cities will be a great success and continue to build excitement about our diverse range of wines."

The fall schedule for the Wines of Portugal event series is as follows:

### **Grand Tastings:**

Boston

Monday, October 20, 2014

Trade & Media Grand Tasting: 2:30 - 5:30 PM

Trade Registration: [www.winesofportugal2014bos.eventbrite.com](http://www.winesofportugal2014bos.eventbrite.com)

Consumer Grand Tasting: 6:00 - 8:00 PM

To Purchase Tickets: [www.portugal2014bosconsumer.eventbrite.com](http://www.portugal2014bosconsumer.eventbrite.com)

The Boston Harbor Hotel

New York City

Wednesday, October 22, 2014

Trade & Media Grand Tasting: 2:30 - 5:30 PM

Trade Registration: [www.winesofportugal2014nyc.eventbrite.com](http://www.winesofportugal2014nyc.eventbrite.com)

Consumer Grand Tasting: 6:00 - 8:00 PM

To Purchase Tickets: [www.portugal2014nycconsumer.eventbrite.com](http://www.portugal2014nycconsumer.eventbrite.com)

Prince George Ballroom

### **Importer Tastings:**

Chicago

Monday, November 3, 2014

Trade Tasting: 12:00 - 4:30 PM

Trade Registration: [www.findimporterdaychicago.eventbrite.com](http://www.findimporterdaychicago.eventbrite.com)

Hyatt Chicago Magnificent Mile

Houston

Wednesday, November 5, 2014

Trade Tasting: 12:00 - 4:30 PM

Trade Registration: [www.findimporterdayhouston.eventbrite.com](http://www.findimporterdayhouston.eventbrite.com)

Magnolia Hotel

### **Academia do Vinho:**

Chicago

Tuesday, October 21, 2014

Intensive Class: 9:00 AM - 1:00 PM

Optional Lunch: 1:00 PM - 1:45 PM

Optional Exam: 1:45 PM - 2:30 PM

Invite Only

Morton's Steakhouse at Wacker Place

### **Culinary Academy:**

Providence

Thursday, October 16, 2014

Invite Only

Johnson & Wales University

New York  
Monday, October 27, 2014 and Tuesday, October 28, 2014  
Invite Only  
International Culinary Center

Napa Valley  
Monday, December 8, 2014  
Invite Only  
Culinary Institute of America

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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 or 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 Full Circle Wine Solutions

Based in the San Francisco Bay Area, Full Circle Wine Solutions is a global wine and spirits education firm that grows brand loyalty and client profits through tailored wine programs and effective hospitality training. Using a vast and established network of sommelier educators, the company hosts high quality and consistent wine tasting experiences across multiple locations around the world. Full Circle Wine Solutions also provides an online resource, WineCouch.com, for trade and

consumers who have passion for wine and seek to grow their knowledge about wine.

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10/16/2014 Images and further details available on request.

For more information contact: Chandni Patel, [1chandni@gmail.com](mailto:1chandni@gmail.com), 917-741-3835