

## **Wines of Portugal Appoints CUBE Communications**

11<sup>th</sup> January 2012: Wines of Portugal has appointed CUBE Communications to handle UK consumer and trade communications, following a competitive multi-agency pitch process.

CUBE will be responsible for implementing a comprehensive communications plan encompassing PR, events and marketing to UK trade and consumer sectors over the next three years.

Activity will commence immediately with the Wines of Portugal Annual Tasting on Tuesday 21<sup>st</sup> February at Lords Nursery Pavilion. This will be followed by initiatives including the launch of the 50 Greatest Portuguese Wines.

Nuno Vale, Director of Marketing, Vini Portugal comments:

'The next three years are highly promising for Wines of Portugal. We are delighted with our brand and the quality of our wines. We have just selected CUBE Communications to promote Wines of Portugal in the UK market and have high expectations as to what the agency can bring to our project.'

Chris Mitchell, Director at CUBE Communications says:

'We are delighted to be working with Wines of Portugal to communicate the quality credentials of Portuguese wines to the UK market. Our campaign will target key wine interested consumers and the trade with activity tailored specifically to key groups such as retailers and sommeliers.'

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For further information please contact Briony McIntosh at CUBE Communications [briony@cubecom.co.uk](mailto:briony@cubecom.co.uk) / 0208 401 5506