



Trade Diary Date: Tuesday 21st February 2012
Wines of Portugal Annual Tasting

Taking place Tuesday 21st February 2012 at Lords, the Wines of Portugal Annual Tasting will showcase new wines and vintages from over 100 Portuguese producers.

This year, Wines of Portugal has partnered exclusively with What Food, What Wine? founders Peter Richards MW and Susie Barrie MW. Peter and Susie have selected their top Portuguese wine matches for each of the dishes from the inaugural What Food, What Wine? competition, which included fish and chips, chicken tikka masala and apple crumble & custard. The wines will be revealed and showcased at the tasting.

The 2012 tasting will also include a feature space dedicated to wines never before seen or tasted in the UK.

Furthermore, the new Wines of Portugal creative will be unveiled. Developed by DNA | Young & Rubicon, the contemporary creative will support all UK communications activity going forward and form the basis of all Wines of Portugal collateral available to the on and off trade sectors.

Wines of Portugal Annual Tasting

Tuesday, 21st February 2012
Lords Cricket Ground
Nursery Pavilion, London
10:30am – 6:00pm

RSVP essential, please visit www.cubecom.co.uk to register.

If you are unable to attend the tasting why not come and meet the new Wines of Portugal team and hear all about our 2012 plans at SITT 2012 www.sitttastings.com.

-Ends-

For further press information please contact Briony McIntosh on briony@cubecom.co.uk