

Press Release

News from a world of difference



Wines of Portugal Concludes 2016 Campaign With Fall Tasting Tour *U.S. Tour Visits Chicago, San Francisco and New York Markets*

New York, NY, October 13, 2016 - Wines of Portugal announces its fall 2016 Producer Showcase tasting series as part of a yearlong tour of top U.S. markets. Building on momentum from Producer Showcase events in Boston and Seattle this spring and a 50 Great Portuguese Wines selection earlier this year, Wines of Portugal is featuring a range of Portuguese wineries in Chicago, San Francisco and New York City, concluding the 2016 U.S. campaign.

Portugal's over 800 years of rich history continues to receive increased positive recognition in prominent media outlets as a top destination for wine and food tourism, including an impressive 24 awards at the World Travel Awards.

"The U.S. market is continuing to show interest in Portuguese wines, with still wine exports to the U.S. increasing 22.6% this year," says Nuno Vale, Wines of Portugal Marketing Director. "U.S. consumers recognize the versatility of Portuguese wines, and we're confident our fall tastings will continue to build excitement for them, as we head into a busy holiday season."

Wines of Portugal's fall events for trade, media and consumers offer a variety of wines for sampling from various regions including Alentejo, Bairrada, Dão, Douro, Tejo, Vinho Verde and more.

Consumers in San Francisco have a unique opportunity to taste Portuguese wines paired with local food trucks at the Perfect Portuguese Pairings event. In its second year, this pairing competition features teams comprised of the city's top sommeliers and retailers.

The schedule for the Wines of Portugal Producer Showcase fall tour is as follows:

Chicago

Tuesday, October 18

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

Trade Registration: winesofportugalchi.eventbrite.com

San Francisco

Sunday, October 23

Perfect Portuguese Pairings 5:30 - 7:30 PM

Tickets: fortmason.org/event/perfect-portuguese-pairings

Tuesday, October 25
Trade & Media Tasting 2:30 - 5:30 PM
Trade Registration: winesofportugalsf.eventbrite.com

New York

Thursday, October 27
Trade & Media Tasting 2:30 - 5:30 PM
Trade Registration: winesofportugalnyc.eventbrite.com

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About Wines of Portugal

A small, yet diverse country, Portugal offers a stunning variety of terroirs, grape varieties and blends brought alive by a dynamic group of grape growers and winemakers with the perfect balance of creativity, artistry and technical skill. The result is a collection of wines both distinctive and authentic, unique among a sea of the same - this is what Portuguese wines are all about! The more you get to know them, the more these distinctions fascinate and draw you in - until finally it's love, pure and simple.

Since 2010, the trade association ViniPortugal has promoted the Wines of Portugal brand in the U.S. and around the world, highlighting Portugal as the hot spot on 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 governmental bodies (IVV).

For more information about Wines of Portugal, please visit www.winesofportugal.com.

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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