

Press Release

News from a world of difference



Wines of Portugal at London International Wine Fair Stand: D10

Wines of Portugal will use this year's London International Wine Fair to highlight exactly why retailers should get behind Portuguese wines.

Show highlights will include:

Trade Briefing - Is there a place for Portugal in the UK?

Tuesday 22nd May

2.00pm

Q75

Peter Richards MW will lead a panel of some of the most influential members of the UK wine trade to ask 'Is there a place for Portugal in the UK?' This hard-hitting panel debate will explore why Portugal is perceived to be under achieving, will challenge its current position in the UK and will look closely at its plans for the future. The panel will include:

Joan Torrents - Head of Wine Buying at Mitchells & Butlers

Danny Cameron - Raymond Reynolds

Nuno Vale - Wines of Portugal

Roberto Della Pietra - Master Sommelier

To book your place on this insightful briefing, email winesofportugal@cubecom.co.uk

The Wines of Portugal Pavilion (D10)

Wines of Portugal will be supported by a group of 17 producers who will be on-hand throughout the Fair to showcase the quality and diversity of Portuguese wines.

Visitors to the stand will also be given the chance to win a trip to Portugal via a neck tag promotion. Visitors will be asked to taste the wines in the Pavilion and will be given a neck tag to put on the wine they have enjoyed the most. One lucky visitor picked at random will win a trip to Portugal.

Academy of Food & Wine Service Tasting

Thursday 24th May

12.30-1.30pm

On-trade theatre, G70

A tasting hosted by Peter McCombie MW to help increase awareness of Wines of Portugal in the on-trade.

Off Licence News Independents Lounge

Daily

1.30-2.30pm

Wines of Portugal is sponsoring the Off Licence News Independents Lounge at the London International Wine Fair. Accessible by invitation only, the lounge will act as a base for independent

merchants visiting the Fair. A daily buffet lunch will be available alongside a selection of Portuguese wines.

Nuno Vale, Marketing Director for Wines of Portugal, says: “We are using this year’s London International Wine Fair to enthuse the industry and encourage them to get behind Portuguese wines. We have made the strategic decision to focus primarily on independent wine merchants and the on-trade during 2012, and the Wine Fair is offering us the chance to showcase our wines to these target groups.”

-Ends-

For further press information, or to interview Nuno Vale or any of our producers, please contact Cathy Warren or Briony McIntosh at Cube Communications on 020 8401 5501 or email cathy@cubecom.co.uk / briony@cubecom.co.uk.

