

Press Release

News from a world of difference



PORTUGUESE WINE EXPORTS TO U.S. SHOW CONTINUED GROWTH THROUGHOUT 2013

MONDAY, JANUARY 13TH, 2014

Wines of Portugal announced that Portugal's exports of table wine to the United States increased 4.5% in the first nine months of 2013 over the same period in 2012. Sales of Portuguese wines (excluding port wine) reached €19.77 million (\$27 million at 9/31/13) in the U.S. in the first nine months of 2013, up from €18.9 million (\$25.84 million at 9/31/13) in the first nine months of the year prior.

On the strength of a \$2.4 million campaign launched in 2012 to promote Wines of Portugal in the U.S. (www.winesofportugal.com), American consumers are beginning to realize the allure of high-quality Portuguese wines. The campaign's efforts, led by Marketing Director Nuno Vale and his team, and agency partners Colangelo & Partners PR and Full Circle Wine Solutions, continue to pay off. "We are elated with the increasing interest and support Portuguese wines have received in the U.S. since the launch," said Nuno Vale. "We are confident that consumers will continue to explore the incredible diversity of Portugal's many premium offerings in 2014 and are looking forward to another successful year."

As Portugal's export volumes to the US continue to climb - 2013 saw an increase of 4.6% over the first three quarters - it is becoming increasingly clear that wine drinkers in the U.S. are discovering, and enjoying, a greater selection of Portuguese wines. With retail and restaurant support growing across the country, volume sales of Portuguese wines increased from 7.84 million liters in the first nine months of 2012 to 8.2 million liters in the same period of 2013.

50 GREAT PORTUGUESE WINES SELECTED BY JOSHUA GREENE COMES TO NYC IN JANUARY 2014

Beginning in January, Wines of Portugal are proud to announce the launch of the second installment of the 50 Great Portuguese Wines initiative, with selections made by esteemed wine critic Josh Greene.

The first stop on the 50 Great Portuguese Wines Tour will be in New York City on January 16, 2014 at the beautiful landmark location of the New York Public Library. This gala event will feature some of Portugal's greatest wines, presented by their winemakers and some of the best sommeliers in the United States. Select press and trade attendees will experience a VIP luncheon paired with a flight of Portuguese wines and a "walkaround" grand tasting of this year's selection of 50 Great Wines. Consumers will also have an opportunity to experience the "walkaround" grand tasting by purchasing tickets at 50great2013.eventbrite.com.

2013: WINES OF PORTUGAL'S YEAR IN REVIEW

2013 proved to be a banner year for the Wines of Portugal campaign here in the United States, with the completion of a successful program of events for trade and consumers that showcased the incredible range and diversity of Portugal's table wines.

Around the country, press, restaurant and retail trade were treated to some of the most comprehensive wine tastings of Portuguese wines ever conducted in the United States (50 Great Portuguese Wines Tour, Wines of Portugal Annual Tasting Tour), as well as a series of in-depth intensive educational tutorials (Wines of Portugal Wine Academy) and culinary showcases (2013 International Chefs Conference, 2013 James Beard Foundation Awards and the Wines of Portugal "Portuguese Thanksgiving" press lunch).

The fun wasn't limited to press and trade only in 2013, as wine lovers in New York City were able to taste some incredible wines and learn more about the wines of Portugal at the special Wines of Portugal "Portugal Day" Rooftop Party in June, the New York Wine Expo and the riotous 2013 Wine Riot.

2014 promises to be another amazing year of growth and Wines of Portugal look forward to seeing many more wine enthusiasts across the country challenge their senses and enjoy the complexity at one of their events in the new year.

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 COLANGELO & PARTNERS

Colangelo and Partners is a public relations agency specializing in food, wine and spirits. We have long established relationships with the key press that drive these business categories and help determine the industry's leading brands. We continually create unique story lines that are consistent with our Clients' brand strategies in order to provide a steady stream of compelling content to journalists and keep our Clients in the news.



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