

Press Release

News from a world of difference



WINES OF PORTUGAL CELEBRATED IN SAN FRANCISCO, NEW YORK AND MIAMI IN JUNE

FRIDAY, JULY 6, 2012

The Old World captivated a New World audience throughout the month of June when the wines of Portugal were featured at events in San Francisco, New York and Miami. Grand Tastings for press, trade, and consumers took place in each city, featuring over 150 wines that highlight the great range of Portugal's viticulture.

"We were excited to showcase the myriad styles of winemaking currently taking place in Portugal. Our wineries are distinct but share a vision to produce modern wines with classic character. We are pleased by the positive reception they've had in the US market," commented Nuno Vale of ViniPortugal.

PRESS & TRADE EVENTS

On June 4th, a delegation of Portuguese wineries traveled to San Francisco for the first in a series of Grand Tastings. Terra Gallery provided an artistic backdrop for the occasion, where members of the wine trade gathered to sample wines and a variety of traditional Portuguese dishes. Evan Goldstein MS led over 100 members of the Bay Area's top wine industry journalists and trade through a technical wine seminar featuring eight wines that illustrated Portugal's contemporary approach to winemaking and highlighted emerging winemaking regions. An evening tasting for local consumers was hosted in partnership with [Bottlenotes](#). The net proceeds of ticket sales were donated to Meals on Wheels.



On June 5th, Thrillist hosted a Wines of Portugal Tweet Up at their New York office, where 50 members of the Thrillist team had the opportunity to taste wines from throughout Portugal and share their thoughts @WPTUSA.

On June 6th, against the backdrop of the Hudson River at Three Sixty° at the Tribeca Rooftop in New York, top press and trade gathered for the New York Grand Tasting, featuring a seminar led by Jean K. Reilly MW. This educational component featured six unique wines and the techniques employed by each distinct producer. In the evening, enthusiastic consumers enjoyed new wines and old favorites with cheeses, charcuterie and Portuguese snacks, along with music, prize giveaways. Jean K. Reilly returned for the evening tasting as well, hosting two Portuguese Wine Primer talks for VIP attendees.



The Grand Tasting in Miami was held on June 12th at the Rubell Family Foundation, where curious trade, press and consumers challenged their senses with wines accompanied by cheeses, charcuterie and sliders. Speaker Emilio Guerra hosted the seminar in Miami.

The month of June is a festive time for aficionados of Portuguese culture, starting with Portugal Day on June 10th and with several popular feast days celebrated in Portugal throughout the month. Fans of Portuguese wine and food in New York City celebrated through the end of June with the Portuguese Circle's Portuguese Food and Wine Week (<http://www.portuguesecircle.com/foodawine-week>).

If you are interested in receiving samples of Portuguese wines for review or event photos, please contact Erica Nonni at enonni@colangelopr.com

ABOUT VINI PORTUGAL

Created in 1997, ViniPortugal is a trade association whose aim is to promote Portuguese wines, brandies and vinegars in the domestic and target international markets.

ViniPortugal 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). ViniPortugal's promotional activity is financed by a variable sum made from payments by producers to the Institute of Vine and Wine (IVV) for certifying their wines, brandies and vinegar.



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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