

Press Release

News from a world of difference



Wines of Portugal unveils expert team for Discover a World of Difference Campaign

TUESDAY, 12th July 2012

Wines of Portugal has announced that it will use some of the industry's most well-regarded wine personalities to front a new campaign.

Tom Cannavan, Charles Metcalfe, Neil Phillips and Simon Woods will act as Wine Ambassadors in the Wines of Portugal Discover a World of Difference campaign, which launches this month. Chosen for their impressive knowledge of Portugal and its wines, Cannavan, Metcalfe, Phillips and Woods will host a series of consumer tastings at independent wine merchants and restaurants throughout the UK. Their aim, to extol the virtues of Portuguese wines to consumers whilst strengthening links with independent retailers and sommeliers.

A total of 50 tastings will take place this year in London, Manchester and Edinburgh where the Wine Ambassador will present up to ten wines to an invited audience of local consumers, with at least six being new to the retailer. These will be presented in-store in the case of independent wine merchants, or matched with a three-course meal in restaurants. An allocation of wines will be seeded into each outlet for general sale following the tasting.

Nuno Vale, Marketing Director for Wines of Portugal, says: "We are delighted to have secured the involvement of such a highly-respected group of individuals. Their expertise will be invaluable when it comes to spreading the word about Portuguese wines and is central to the success of the campaign.

"We expect to see high levels of consumer engagement at these events and have no doubt that the outlets involved in hosting will profit from the experience. Ultimately, we want to create greater demand for our wines in the UK market and believe that direct contact and education is the best route to achieving this."

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