



Trade Diary Date: Tuesday 21st February 2012
Wines of Portugal Annual Tasting and Trade Media Briefing

Taking place Tuesday 21st February 2012 at Lords, the Wines of Portugal Annual Tasting will showcase wines from over 100 Portuguese producers. This year, in addition to the tasting, Wines of Portugal will host a trade briefing at 11am to announce its marketing and communications strategy for 2012.

Wines of Portugal will use the trade briefing to launch its 'Discover a World of Difference' initiative which has been developed to engage directly with the on and off trade over the next three years.

Furthermore, the new Wines of Portugal creative will be unveiled. Developed by DNA | Young & Rubicon, the contemporary creative will support all UK communications activity going forward and form the basis of all Wines of Portugal collateral available to the on and off trade sectors.

Wines of Portugal Annual Tasting

Tuesday, 21st February 2012
Lords Cricket Ground
Nursery Pavilion, London
10:30am – 6:00pm

Wines of Portugal Trade Media Briefing

Tuesday, 21st February 2012
Lords Cricket Ground
Nursery Pavilion, London
11:00am – 12:00pm

RSVP essential, please visit www.cubecom.co.uk to register.

If you are unable to attend the tasting why not come and meet the new Wines of Portugal team and hear all about our 2012 plans at SITT 2012 www.sitttastings.com.

-Ends-

For further press information please contact Briony McIntosh on briony@cubecom.co.uk