



ViniPortugal Surpasses Expected Wine Exportations Results Portugal Wine Exports up 3% in 2018 in the United States

New York, NY, March 14, 2019 – ViniPortugal, the non-profit entity responsible for promoting the image of Portugal as a wine producing country by excellence, announces record-breaking results for 2018, highlighting the growing popularity of Portuguese wines in the global market and beyond. Growth in value has grown consistently and internationally over the past couple of years; with the United States leading as major player in value exportations, as reported by ViniPortugal.

With a robust program of market intelligence and strategic brand positioning as well as Portugal's diverse and unique wine offerings, the destination has become one of the most dynamic wine regions in the world and its popularity continues to rise at a promising rate.

Analysis of Total Exportations

In 2018, the total global exportations from Portugal grew by 3% in value, surpassing the previous €800 million barrier, achieving a sum of €803.335 million. The United States placed 2nd in value exportations with a growth in 3% volume and 2.4% in value, at 207.594 hectolitres and €80.876 million respectively.

Sub-Category Exportations | DOP, IGP and Wine

The United States is the first destination country in value leading in this sub-category (DOP+IGP+Wine), growing both in volume by 4.6% to 170.480 hectolitres, and increasing in value by 5% to €46.248 million. The driving force of growth exportations to the United States can be attributed to the increased interest in IGP wines, which grew 16.7% in volume and 19.2% in value from 2017. Globally, DOP, IGP and Wine Portugal exportations remain stable in volume at 2.269251 hectolitres and a +1%, while growing in value 6% to €460.041 million due to of the average price per litre increase of 5.9%.

About Wines of Portugal

A small, yet diverse country, Portugal offers a stunning variety of terroirs, grape varieties and blends brought alive by a dynamic group of grape growers and winemakers with the perfect balance of creativity, artistry and technical skill. The result is a collection of wines both distinctive and authentic, unique among a sea of the same – this is what Portuguese wines are all about! The more you get to know them, the more these distinctions fascinate and draw you in – until finally its love, pure and simple. ViniPortugal is a private and non-profit interprofessional association, created with the aim of promoting and supporting Portuguese wine production, both domestically and internationally. ViniPortugal's Mission is to promote the image of Portugal as a country that produces wines of excellence, by valuing the brand Wines of Portugal and contributing to a sustainable growth of both volume and average price of Portuguese wine, as well as its diversity. Eight professional associations representing trade (ACIBEV, ANCEVE and AND), production (CAP, FENADEGAS, FENAVI and FEVIPOR) and demarcated regions (ANDOVI), integrate ViniPortugal. For more information about Wines of Portugal, please visit www.winesofportugal.com.

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