

Press Release

News from a world of difference



Wines of Portugal Announces 2014 US Tasting Series

Spring Tasting Events in San Francisco and Chicago Kick Off This Year's Tour

New York, NY, May 13, 2014 - Wines of Portugal is excited to announce its Tasting Series for 2014. This year's events will focus on four top US markets, featuring spring tastings in San Francisco and Chicago followed by fall tastings in New York City and Boston. Relishing in the recent success of the 2014 50 Great Portuguese wines selection earlier this year, the Wines of Portugal team continues to showcase the diversity of high quality wines now available in the US market.

"The excitement for Portuguese wines within the American market continues to grow," says Nuno Vale of Wines of Portugal. "We are encouraged by the results and will increase our focus on fostering consumer and trade interest in the United States, now the primary market of interest for our global marketing efforts."

US consumers continue to show interest in the variety of Portuguese wines available in the market, with 2013 figures showing a 5.1% growth in value for table wines exported to the United States.

Expecting over 600 attendees in each city, these tastings will allow trade, media and consumers the opportunity to taste the vast range of Portuguese wines. Wine lovers will have an opportunity to discover the full range of Portugal's wine industry, from the dry reds of Bairrada to the delicious whites from Vinho Verde, to the progressive offerings from the Douro, Tejo, Lisbon, Alentejo and Dão regions.

The spring schedule of events for the Wines of Portugal Grand Tasting Tour is as follows:

San Francisco

Tuesday, May 13th

Trade & Media Grand Tasting 2:30 - 5:30 PM

Trade Registration: winesofportugal2014sf.eventbrite.com

Consumer Grand Tasting 6:00 - 8:00PM

To Purchase Tickets: <https://portugal2014sfconsumer.eventbrite.com>

The Merchant Exchange Building

Chicago

Thursday, May 15th

Trade & Media Grand Tasting 2:30 - 5:30 PM

Trade Registration: <https://winesofportugal2014chi.eventbrite.com>

Consumer Grand Tasting 6:00 - 8:00PM

To Purchase Tickets: <https://portugal2014chiconsumer.eventbrite.com>

The Drake Hotel

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 of 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 (ANDIVI) and government bodies (IVV).

About Full Circle Wine Solutions

Based in the San Francisco Bay Area, Full Circle Wine Solutions is a global wine and spirits education firm that grows brand loyalty and client profits through tailored wine programs and effective hospitality training. Using a vast and established network of sommelier educators, the company hosts high quality and consistent wine tasting experiences across multiple locations around the world. Full Circle Wine Solutions also provides an online resource, WineCouch.com, for trade and consumers who have passion for wine and seek to grow their knowledge about wine.

5/13/2014 Images and further details available on request.

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