

# Press Release

News from a world of difference



## **WINES OF PORTUGAL NAMES NEW AMBASSADOR FOR UNITED STATES**

*EUGENIO JARDIM JOINS WINES OF PORTUGAL TEAM*

New York, NY, February 16, 2015 - Wines of Portugal, the brand behind the trade association responsible for the promotion of Portuguese wines around the world, is excited to announce the appointment of Sommelier and Wine Educator Eugenio Jardim as the new United States Ambassador. Jardim brings a wealth of knowledge and experience to the position, along with his passion for Portuguese wines and enthusiasm for their growing popularity in the United States. Based in San Francisco, Jardim currently holds the title of wine director at Jardinière and director of wine studies at the San Francisco Cooking School. He was also named Sunset Magazine's Sommelier of the Year in 2010.

"Wines of Portugal is thrilled to add Eugenio to our team in the United States," says Nuno Vale, CMO at Wines of Portugal. "With the US as our primary target for global marketing efforts, we continue to foster the American consumers interest in our wines. We look forward to adding Eugenio's enthusiasm and expertise to that cause."

Jardim will join the combined team of incumbent Full Circle Wine Solutions, led by renowned Master Sommelier Evan Goldstein, and newly associated R/West as partners for the Wines of Portugal integrated public relations and marketing campaign for the United States.

2015 kicks off with a series of unique consumer promotions, trade events and media opportunities across the country to invigorate the US market, including a Whole Foods promotion slated to run in stores across the country this spring.

"The potential to expand consumer knowledge of Portuguese wines in America is electrifying," says Jardim. "I am honored to work with Wines of Portugal and its marketing partners as we continue to grow the love of Portuguese wines in the US."

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### 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. The small but diverse country of Portugal offers an immense variety of terroirs, a plethora of unique grape varieties and grape-growers and winemakers who are creative, skilled, technical yet also artistic in their approach. The wines they 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 both the trade and production of wine.

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2/16/2015 Images and further details available on request.

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