

# Press Release

News from a world of difference



## **Wines of Portugal Unveils the 50 Great Portuguese Wines of 2016** Panel of Three Master Sommeliers Curates This Year's Best Portuguese Wines List

**New York, NY - March 29, 2016** - Wines of Portugal today reveals the 2016 list of 50 Great Portuguese Wines, showcasing the best quality currently produced in Portugal. Now in its third year, the "50 Great" list was curated for the first time by a panel of three Master Sommeliers: Peter Granoff, Dennis Kelly and Madeline Triffon.

Respected throughout the wine industry, these three Master Sommeliers bring a wealth of experience and expertise to the challenging task of selecting the country's top wines. Peter comes with more than 30 years of industry knowledge and has received the coveted "Sommelier of the Year" award from the James Beard Foundation. Dennis worked at Thomas Keller's French Laundry restaurant in Napa Valley for over 10 years, seven of which as Head Sommelier. Madeline has directed wine programs and events in the Detroit area for over 30 years and was the second woman ever to pass the Master Sommelier exam.

The 50 Great list is the pinnacle announcement during a multi-seminar trade tasting in New York City, hosted by Wines of Portugal and moderated by the three panelists and Master Sommelier Evan Goldstein.

"This year's 50 Great Portuguese Wines list is crafted from over 10 high-quality regions, such as Douro, Alentejo and Dão, and presents the variety and depth of Portuguese wines produced throughout the country," said Evan Goldstein. "The panel of three Master Sommeliers selected a thoughtful list that underlines Portugal's greatest strengths, from indigenous varietals to unrelenting value."

The 50 Great announcement this year comes on the heels of encouraging export data from ViniPortugal. According to recent data, export of Portuguese wines to the US increased by 16.3% in 2015 with dry wines leading the charge with an increase of 22.6%. A recent Wine Market Council study shows that 25% of high frequency wine drinkers purchase

Portuguese wines, with 39% of those purchases from Millennials, poising the country for even greater success in 2016.

"We are thrilled with the rising interest and demand for Portuguese wine in the US, particularly among the younger consumers," said Nuno Vale, Marketing Director for Wines of Portugal. "In our third year of the 50 Great program, we continue to celebrate producers who create stunning wines that capture the hearts of the next generation of wine drinkers."

"Our goal is to share that excitement with key trade members and encourage them to explore the best of Wines of Portugal," said Eugenio Jardim, US Ambassador for Wines of Portugal.

50 Great Portuguese Wines is presented today through four seminars at The High Line Hotel in New York. The complete list of wines can be found here: [www.tinyurl.com/50Great2016](http://www.tinyurl.com/50Great2016).

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#### 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 it's love, pure and simple.

Since 2010, the trade association ViniPortugal has promoted the Wines of Portugal brand in the U.S. and around the world, highlighting Portugal as the hot spot on 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 (ANDOVI) and governmental bodies (IVV).

For more information about Wines of Portugal, please visit [www.winesofportugal.com](http://www.winesofportugal.com).

#### 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.

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For more information contact: Nicole Farin, [nicolef@r-west.com](mailto:nicolef@r-west.com), 917-741-3835