



Press Release, December 2023

Next stop on the Portuguese Wine Route:

Vinexpo Wine Paris 2024, February 12-14

Paris Expo HALL 5.2

Wines from Portugal strengthen their presence at Vinexpo Wine Paris 2024. More than 150 exhibitors, representing the diversity of the Portuguese wine industry, will be spread over 900 sqm, with a broad choice of almost 1,500 wines.

*« With France being one of our main markets in terms of exports, it is extremely important that we continue to strengthen our presence by continuing all the work we are doing in this market. This is part of our promotion strategy for 2024, to strongly invest in very relevant international fairs such as Vinexpo Paris, because we believe in the growth potential of Portuguese wines, especially in one of the countries that are part of our Top 5 main export markets, » stresses **Frederico Falcão, President of ViniPortugal**, the interprofessional association created to promote the quality and excellence of Portuguese wines abroad, currently operating in 21 markets.*

#MORE design

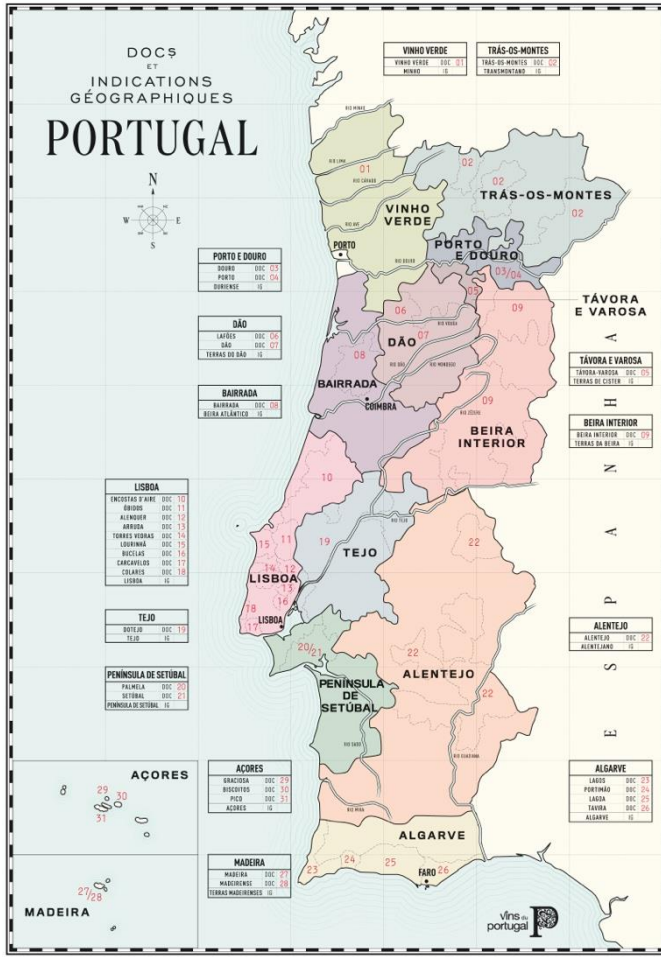
The 4 pavilions that Portuguese Wines will occupy at Vinexpo Wine Paris 2024 have been completely redesigned, with wood and plants taking pride of place.

A discovery "free tasting area" dedicated to Sustainable Portuguese wines which are particularly attractive will welcome visitors for free or guided tasting sessions, while a large Reception Area will be reserved for professional meetings and interviews.

#MORE Sustainability

With the creation of the National Reference of Sustainability Certification for the wine sector, ViniPortugal manages a quality label and offers consumers the guarantee that the producer respects the rules of sustainability.

"It's an added value for Portuguese wines. And one of ViniPortugal's tasks in managing this reference is to make it known on all markets," explains **Frederico Falcão**.



#MORE diversity

Portugal is a country of contrasts, taking visitors on a journey of discovery and providing a multitude of unforgettable experiences. Steeped in culture and tradition, our history can

be felt everywhere from the medieval castles and picture-perfect villages scattered over meandering coastlines, to ower covered hillsides and lush golden plains. This old-fashioned

charm mingles with new, cosmopolitan vibrancy. Indeed, our Capital city, Lisbon has a unique luminosity and energy that is bathed in 220 days of sunshine per year, making it one of the leading holiday destinations in the world.

With over 250 autochthonous grape varieties, Wines of Portugal communicates internationally on the following 10 grape varieties:

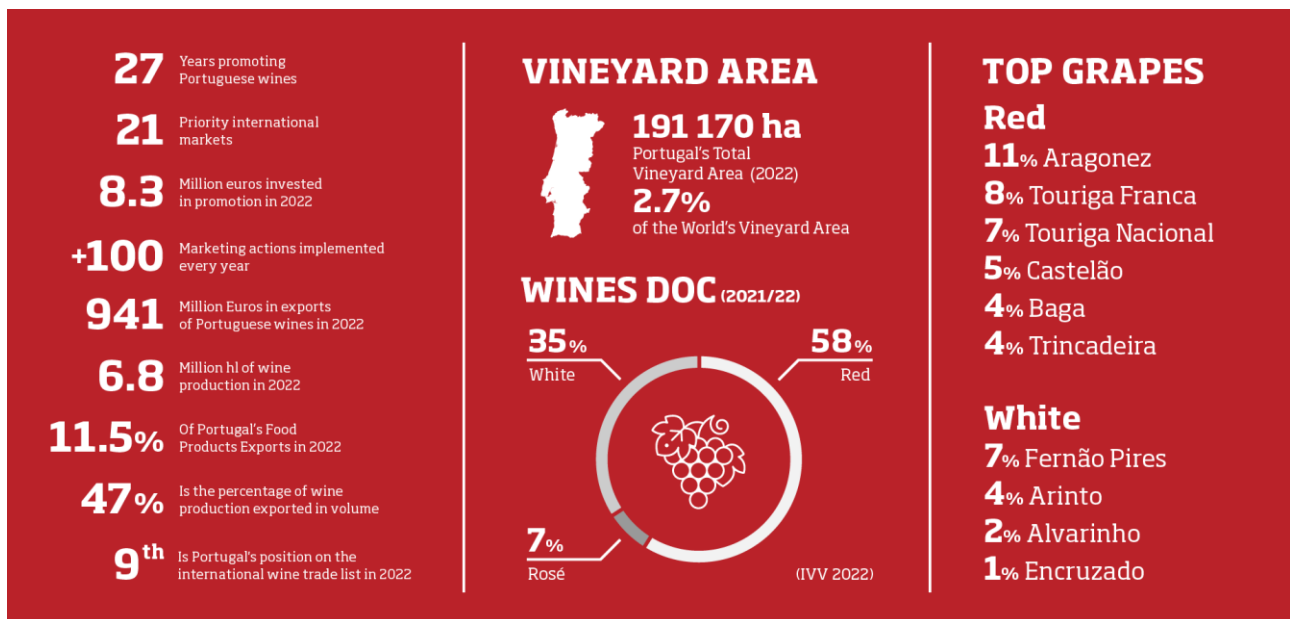
- For red wines: Aragonez, Touriga Franca, Touriga Nacional, Castelão, Baga and Trincadeira.
- For white wines: Fernão Pires, Arinto, Alvarinho and Encruzado.

Wines of Portugal at Vinexpo Wine Paris 2024

- 9 Show areas spread over 900 sqm: HALL 5.2
- 150 exhibitors representing all wine-growing regions - Vinho Verde, Porto, Douro, Trás-os-Montes, Dão, Bairrada, Beira Interior, Alentejo, Lisboa, Tejo, Península de Setúbal, Algarve, Madeira and Açores.



- A wide variety of wines
- Numerous indigenous grape varieties
- The presence of winemakers and owners
- Free or guided tastings with ViniPortugal's wine educators.



About ViniPortugal

Founded in 1996, ViniPortugal is the interprofessional Portuguese wine association whose MISSION is to promote the image of PORTUGAL as a country that produces excellent wines, to enhance the Wines of Portugal brand, and to contribute to the sustainable growth of the volume and average price of Portuguese wines. Through ViniPortugal, the Wines of Portugal brand is present on four continents and 21 strategic markets, including France.

For further information, visit the websites: www.viniportugal.pt - www.winesofportugal.com

Contacts: Inês Pinto: ines.pinto@viniportugal.pt

PR : Véronique PELLERIN : veronique@attitude-smartcommunications.com