

Press Release

News from a world of difference



WINES OF PORTUGAL LAUNCHES NECK-TAG PROMOTION

Wines of Portugal has announced the launch of a neck-tag promotion to support sales and drive further awareness of Portuguese wines in independent retailers across the UK. The free neck-tags will be available to all retailers and importers who would like to take part.



The specially designed neck-tag will offer consumers the chance to win a three-day trip for two to Portugal, throughout the months of September and October, and the store manager who sells the winning bottle will also win a trip to Essencia do Vinho in Porto in 2016.

To enter, consumers are required to purchase a bottle of Portuguese wine with a promotional neck-tag featuring the unique code. This code should then be entered and verified online at www.winesofportugal.com/uk/comp.

Nuno Vale, Marketing Director for Wines of Portugal says: “To date, independent retailers have played a key role in promoting the diversity and variety of Portuguese wines to the UK market. This neck-tag promotion has been designed to support their efforts in continuing to grow awareness and engagement and amongst consumers.”

Wines of Portugal will be producing 15,000 bespoke neck-tags and additional point of sale materials to support the promotion.

For further information about the promotion and to order neck-tags and POS for your store, contact laura@cubecom.co.uk

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