

New York Wine Professionals Experience the Flavors of Portugal at Wines of Portugal Grand Tasting

With a walk-around tasting of 33 wineries and three seminars led by prominent Portuguese wine experts, the event garnered 212 top attendees.

New York, NY (October 10, 2018) – The flavors of Portugal made a trip to this side of the Atlantic recently, as the October 9th Wines of Portugal Grand Tasting featured winemakers from across the country. The event, held at the Kimpton Eventi Hotel, brought Portugal's diverse wine regions, grapes, and styles to members of the wine trade and media through a day-long walk-around tasting and three focused seminars. It was truly an opportunity for New York's wine professionals to experience Portugal's world of difference up close and personal.

More than 200 industry members tasted over 200 different wines from 33 different wineries at the walk-around tasting portion of the event, held in the Kimpton Eventi Hotel's Ventana Ballroom. Attendees experienced wines from Vinho Verde, Porto, Douro, Dão, Bairrada, Lisboa, Alentejo, and more, seizing the opportunity to speak one-on-one with some of the country's top winemakers.

"The U.S. is the most important export markets for the still wines of Portugal," Jorge Monteiro, CEO of ViniPortugal, said. "The chance to spark in-person conversation between Portuguese winemakers and American industry influencers is therefore invaluable for both parties."

90 attendees also had the chance to garner a more in-depth look at the nuances of Portuguese wines through the Grand Tasting's three seminar sessions. Hosted by Alexander LaPratt, MS, and Eugenio Jardim, Wines of Portugal U.S. Ambassador, the three seminars each included a presentation, discussion, and tasting of up to five different wines. The first seminar, White Gems, will include Portugal's fascinating native white grapes like Cercial and Encruzado; the second, Red Gems, took attendees through some of the country's most distinctive reds, from the rare Ramisco to the iconic Touriga Nacional; and the third, Gold Medal Winners, featured some of Portugal's celebrated bottles from this year's edition of the Wines of Portugal Challenge.

Rarely does an opportunity present itself for wine professionals to have access to this many different wines and winemakers from one of the world's most dynamic winemaking countries, hence the strong reception from the New York wine trade and media. The Wines of Portugal Grand Tasting challenged the senses and left attendees with a better understanding of the remarkable flavors of Portugal.

+++

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.

ViniPortugal is a private and non-profit interprofessional association, created with the aim of promoting and supporting Portuguese wine production, both domestically and internationally. ViniPortugal's Mission is to promote the image of Portugal as a country that produces wines of excellence, by valuing the brand Wines of Portugal and contributing to a sustainable growth of both volume and average price of Portuguese wine, as well as its diversity. Eight professional associations representing trade (ACIBEV, ANCEVE and AND), production (CAP, FENADEGAS, FENAVI and FEVIPOR) and demarcated regions (ANDOVI), integrate ViniPortugal.

For more information about Wines of Portugal, please visit www.winesofportugal.com.

For more information or to register for the Wines of Portugal Grand Tasting, please contact Mi Mi Chloe Park at mimichloe.park@sopexa.com