

# Press Release

News from a world of difference



## WINES OF PORTUGAL RELEASES 50 GREAT PORTUGUESE WINES LIST

PRODRAM'S FIRST EXECUTION IN THE US SELECTED BY DOUG FROST, MS and MW  
NOVEMBER 8, 2012

Wines of Portugal today announces the list of 50 great Portuguese wines, as chosen by Doug Frost, Master Sommelier and Master of Wine. A longstanding program in the UK, this is the first year that the 50 Great Portuguese Wines list has been created for the US market.

As one of the three individuals in the world holding both the Master of Wine and Master Sommelier titles, Frost was the ideal person to lend his expertise and palate to the judging process. After spending the past year tasting over 600 wines submitted for evaluation, Frost had the difficult task of narrowing down his selections for the 50 Great. In addition to the Top 50 Great, Frost also selected the Top 10 Best Values as well as the Top 10 of the Top.

"I am honored and excited to present my selection for the 50 Great Portuguese Wines for the US," says Frost. "Portugal is experiencing exciting growth throughout the global wine industry, and the evolution of its wines in recent years is a true testament to Portugal's dedication to advancing the quality of its wines, while still honoring their grapes and long standing wine traditions."

"This year's wines," continues Frost, "are more than the usual suspects; the protagonists include cooperatives, some of which have heretofore been ignored. It's a sign of the measurable improvements in Portuguese wines over the last quarter century or so that have pulled along the most recalcitrant into the mainstream of Portugal's international achievements."

"2012 has been a great year for Portuguese Wines and bringing the 50 Great to the United States only provides further evidence of increased importance in export markets," says Nuno Vale of Wines of Portugal, "Not only do we want to showcase what our producers are accomplishing with their wines, but to also celebrate key partners who have aided in promoting Portuguese wines in the United States."

There will be a presentation of the 50 Great Portuguese Wines, awards ceremony for the importer, restaurant and retailer of the year, and a trade tasting on January 24, 2013 in New York City.

The full list of the 50 Great Portuguese Wines can be found below and at: [www.winesofportugal.info](http://www.winesofportugal.info)

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### ABOUT VINI PORTUGAL

Created in 1997, ViniPortugal is a trade association whose aim is to promote Portuguese wines, brandies and vinegars in the domestic and target international markets.

ViniPortugal 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 government bodies (IVV). ViniPortugal's promotional activity is financed by a variable sum made from payments by producers to the Institute of Vine and Wine (IVV) for certifying their wines, brandies and vinegar.



## **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.

06/11/2012 Images and further details available on request.

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