

Press Release

News from a world of difference



Wines of Portugal Celebrates Outstanding Year with Fall 2015 Tasting Tour *US Tour Takes Tastings to New York, Chicago and San Francisco*

New York, NY, October 6, 2015 - Wines of Portugal is excited to announce its 2015 Producer Showcase Tour focusing on three of America's top wine markets. This week, Wines of Portugal is featuring a variety of Portuguese wines from over 30 producers through consumer, industry and media wine events in New York, Chicago and San Francisco.

Wines of Portugal has received high praise from the wine industry for its momentum this year, most notably with a cover feature in *Wine Spectator* and in-depth analysis in *Market Watch*. The 2015 Tour concludes a year of tremendous success for Wines of Portugal's US campaign, setting a high bar for 2016.

"The US market is showing remarkable interest in Portuguese wines, with wine exports to the US already seeing an increase of 20% in early figures," says Nuno Vale, Wines of Portugal Marketing Director. "We're at an exciting time in the wine world with consumers demanding more distinctive wines that are authentic to a place. On the heels of a rewarding 2015 marketing campaign, we are confident our fall events will create even greater buzz among trade, media and consumers in these influential US markets."

The 2015 Producer Showcase allows trade, media and consumers the opportunity to experience a range of Portuguese wines, from the dry reds of Bairrada to the delicious whites from Vinho Verde, and from historied cuveés of the Setúbal and Lisbon regions to the progressive offerings from Alentejo and the Douro. Brand new to this year's tour, consumers in San Francisco will be able to taste Portuguese wines alongside dishes from local food trucks at the Perfect Portuguese Pairings event in the Presidio, a wine pairing challenge led by teams comprised of the city's top sommeliers and retailers.

The fall schedule for the Wines of Portugal Producer Showcase Tour is as follows:

New York City

Tuesday, October 13th

Trade & Media Grand Tasting 2:30 - 5:30 PM

Trade Registration: winesofportugalnyc.eventbrite.com

Consumer Grand Tasting 6:00 - 8:30 PM

To Purchase Tickets: eventbrite.com/e/wines-of-portugal-producer-showcase-2015-in-new-york-city

Chicago

Wednesday, October 14th

Trade & Media Grand Tasting 2:30 - 5:30 PM

Trade Registration: winesofportugalchi.eventbrite.com

Consumer Grand Tasting 6:00 - 8:30 PM

To Purchase Tickets: eventbrite.com/e/wines-of-portugal-producer-showcase-2015-in-chicago

San Francisco

Thursday, October 15th

Trade & Media Grand Tasting 2:30 - 5:30 PM

Trade Registration: winesofportugalsf.eventbrite.com

Friday, October 16th

Perfect Portuguese Pairings in the Presidio 6:30 - 8:30 PM

To Purchase Tickets: eventbrite.com/e/perfect-portuguese-pairings-the-presidio-2015-presented-by-wines-of-portugal

About Wines of Portugal

The 2010 launch of the Vinhos de Portugal (Wines of Portugal) marketing drive is the result of a collaborative exercise by the whole of the Portuguese wine industry and its representatives, a new, dynamic take on wine promotion. Up on the banner of this united 'Portuguese brand' is a new logo. The eye-catching 'P' for Portugal symbolizes the very essence of Portugal's contemporary wines: a bright, modern image filled with individual, colorful, creative icons plucked from vineyard, cellar and the wine-drinking moment. Across Portugal's immense variety or terroirs, using the plethora of unique grape varieties and blends this small but diverse country has to offer, grape-growers and winemakers take a creative, skilled, technical yet also artistic approach. The wines we make are unique and distinctive. Difference is what Portuguese wines are all about! Different terroirs and climatic conditions, different grapes and ultimately, wines of different character and flavors. The more you get to know them, the more those differences fascinate and draw you in - until finally it's love, pure and simple.

Wines of Portugal brand is managed by ViniPortugal, a trade association whose aim is to set Portugal as the next hot spot in 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 government bodies (IVV).

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.

10/6/2015 Images and further details available on request.

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