



## United Kingdom

### Online Retail Promotion - Wines Of Portugal & Virgin Wines



Great wine deserves to be *shared*



Search ▶

**United Kingdom**  
**July 2017/ October 2017**

### **REGISTRATION DEADLINE: 07th July 2017**

#### General information

In compliance with the UK 2017 Promotion Plan, ViniPortugal is going to launch an online retail promotion with the renowned online channel *Virgin Wines*, in order to create new listings, boost sales and increase awareness for Portuguese wines.

*Virgin Wines* is one of the leading online wine merchants in the UK with more than 600 exclusive wines online and around 200,000 active customers.

#### Program Details

- One month Portugal's category promotion – October 2017, with on-going sales opportunities;
- Virgin Wines Portugal category buyer travels to Portugal at the end of July to select 4 to 6 wines that will be part of the program;
- Concerning October promotion will be selected 4 to 6 new wines with the following sales estimate\* per reference for each price category:
  - Ex-cellar average €2.20 - €2.50 – above 2 containers per year
  - Ex-cellar average €2.51- €3.50 – above 1 container per year
  - Ex-cellar average 3.51- €5 – above 4 pallets
  - Ex-cellar greater than €5 – purchase decision, pallet to pallet

\*Estimates are not guaranteed, they're based on previous Virgin Wines promotions. The final volume may vary significantly from historical data.

Virgin Wines aims for this program to:

- Preferably work with exclusivity for each wine, direct purchase or via importer. Products currently listed only with the on-trade are also acceptable, as are exclusive labels on wines already listed through the off-trade;
- Wines with ex-cellar price at least of **€2.20**

This campaign will be leveraged with a strong communication campaign to amplify the results of the action.

**We count with your participation!**

Wine admission requirements:

Registrations open for:

- Wines with or without distribution in the United Kingdom;
- Still wines exclusively;
- DOP, IGP wines or, Wine (without DO or IG) if Varietal and Year on the label and composed in majority of Portuguese native grapes
- Wines for UK retail price of £ 8 to £ 25;
- Wines ruled under the "General Conditions of Participation in Events of ViniPortugal" (reading required).

Fees

- Fees:
  - **Registration fee per wine reference:** 75€ + VAT at legal rate
  - **Selection Fee per wine reference (paid solely for the selected wines for the program):** 1000€ + VAT at legal rate

This program benefits from financial support under the Internal Market Program.

\* Economic Agents for presenting wines of Madeira and the Azores Wines (not subject to promotion rate wine referred to DL # 94/2012 of 20 April, regulated by decree No. 426/2012 of December 28) plus 50% to registration fee in due proportion to the number of wines of Madeira and the Azores registered for the event. Thus, for each wine Madeira or the Azores registered plus € 37.5 for inscription and € 500 registration selection (if the wine is selected to appear on the action). Applying the appropriate discounts to entities with protocols signed with ViniPortugal. In the particular case of ACIF members, the actual surcharge to be paid is 30%.

**Payment, Financial Conditions and Penalties**

- Payment outside the deadlines implies surcharge of 25% over the fees;
- Payments should be made by bank transfer to IBAN PT50.0033.0000.45326872466.05 or by check to ViniPortugal, at the attention of "Serviços Administrativos e Financeiros".
- Registration will be finalized after registering on the ViniPortugal platform. However the registration will only be considered valid for the purposes of allocation of space, after payment of registration for selection.

## Steps for participation:

- **Step 1:** Registration at [viniportugal.pt](http://viniportugal.pt) online platform, upload of the corresponding wine technical sheets and delivery of the proof of payment to: [saf@viniportugal.pt](mailto:saf@viniportugal.pt) till 07th of July 2017 (Payment outside the deadlines implies surcharge of 25% over the fees);
- **Step 2:** Delivery of 2 bottles per wine reference for the selection tasting (date and place of delivery to be communicated later);
- **Step 3:** Upon wines selection, ViniPortugal will confirm the 4 to 6 wines that will be in the October 2017 promotion
- **Step 4:** Registration and payment of the selected wines according with instructions to be provided.

## Space Limited

Registration is not an automatic guarantee of participation in the program. In case of overbooking, and if the requirements are being fulfilled and there aren't debts due or not settled, priority will be given to the EA'S by the following order

- With more participation in ViniPortugal's programs in the UK in 2016;
- With more participation in ViniPortugal's programs in the world in 2016.

The history participation is calculated based in weighted average (50% - 50%) between the number of participations and the total investment.

## Cancellation of registration

The cancellation of a winery registration, by its own initiative, is allowed during the registration period. This cancellation will only entitle the refund of the registration fee if ViniPortugal is able to cancel all the commitments already made with its suppliers in the context of that registration. Otherwise, the cancellation of the reservation will be made without the right to refund the registration fee.

After the registration period, ViniPortugal reserves the right not to make any return of the registration fee. In cases where the invoice has not yet been settled, ViniPortugal reserves the right not to issue a credit note on the invoice, maintaining the amount due.

## Q&A

About the event: Sónia Vieira | [sonia.vieira@viniportugal.pt](mailto:sonia.vieira@viniportugal.pt) 916 352 566

Registrations: Isabel Rebelo | [isabel.rebelo@viniportugal.pt](mailto:isabel.rebelo@viniportugal.pt) | 213 569 898

Invoicing: Luís Franco | [luis.franco@viniportugal.pt](mailto:luis.franco@viniportugal.pt) | +351 21 356 98 90