

BC PRIVATE RETAILERS IN-STORE TRAINING CN17

Canada – British Columbia – September/ December 2017

REGISTRATION DEADLINE: July 28th 2017

General Information

In compliance with the 2017 promotion plan of Portuguese wines, Viniportugal will implement 20 in-store training sessions for 80 Private Retailers in British Columbia (ex.: **Marquis Wine Cellars, Liberty Wine Merchants e Jak's Beer Wine Spirits**, list to be confirmed).

This action has the following objectives:

- To educate the staff about Portuguese wines;
- To stimulate the recommendation of Portuguese wines in stores;
- Promote listings;
- To build the brand image and strengthen the notoriety of Portuguese Wines.



We are counting with your presence!

Promotion Mechanic

- Implementation of 20 in-store training sessions in private retail stores with more or less 30 to 45 minutes duration;
- Participation of a total of 6 SKUs, considering that each session will feature exclusively 3 SKUs (each SKUs will be featured in 10 sessions);
- Target: 80 professionals from private retail stores (ex.: **Marquis Wine Cellars, Liberty Wine Merchants e Jak's Beer Wine Spirits**, final list to be confirmed);
- Implementation dates: September | December 2017 (final dates to be confirmed);
- Training session given by Senior Wine Instructor Iain Philip AIWS:



"Iain Philip is the Senior Wine Instructor at the Art Institute in Vancouver where he teaches levels 2, 3 and 4 of the Wine and Spirit Education Trust (WSET) programs. In the course of a year, Iain teaches over 200 students that range from consumers to importers and retail buyers. Iain achieved the WSET diploma in 2001 and regularly consults for companies wanting to incorporate the WSET curriculum into their staff training. In addition to formal training, Iain also does seminars and tastings for private and corporate clients outside the wine industry."

Wine Selection Criteria

- Registration limited to still wines already listed in British Columbia (Wines DOC, IGP or Table Wines with grape and year and the grape variety is mainly Portuguese);
- Limited to wines with retail price above 12 Canadian dollars;
- Program financed by the OCM program;
- Subject to the "General Participation Conditions in ViniPortugal Events", not sparing document reading.

Participation Cost

- **Cost per wine reference:** 250€*+ VAT

***For the EA that present Port, Madeira or Azores Wines** (wine that is not subject of promotional tax - D.L. n°94/2012 of 20 of April, regulated by ordinance n° 426/2012 of 28th of December) **increases 50% to the base of cost registration in internal market and 33% to the base cost of registration in OCM markets**, in the proportion of the number of Port, Madeira or Azores wines signed up for the event, being applied afterwards the owed discounts to entities with signed protocols with ViniPortugal.

Space allocation

The registration is not guarantee of space/table/participation allocation. In case of registrations exceed the available space, as long as in compliance with the above requirements and if there is no overdue debts or not settled invoices, will be given priority to EAs by the following order:

- Participation record in Viniportugal events in Canada in 2016;
- Participation record in Viniportugal events in the World in 2016.

Considering that participation record is calculated based on the weighted average (50% - 50%) between the number of participations and total investment.

Payment, Financial Conditions and Penalties

- **1st Payment: 50%** upon registration with indication of table and wine selection until July 28th, 2017 (payment after the deadline will feature a penalty of 25%);
- **2nd Payment: the remaining 50% until August 31st, 2017 (payment after the deadline will include a penalty of 25%)**;
- Payments must be done by bank transfer to IBAN: PT50.0033.0000.00017405837.22 or by Check payable to ViniPortugal.

The EA is considered registered in the event from the moment of registration on the ViniPortugal platform. However, registration is only effective after payment.

Participation Steps

- **Step 1:** Registration on the online platform and send of the 1st payment proof until **July 28th, 2017** to: saf@viniportugal.pt. If the payment is made by check, please send it to ViniPortugal “Serviços Administrativos e Financeiros”;
- **Step 2:** ViniPortugal will confirm the registration;
- **Step 3: Sending of the 2nd payment proof until August 31st, 2017 to:** saf@viniportugal.pt. In case of payment by check, send to ViniPortugal “Serviços Administrativos e Financeiros”;

Cancellation of Registration

ViniPortugal will cancel the program if there are not enough registrations.

The cancellation of the EA registration, on its own initiative, is possible during the registration period (until July 26th, 2017). This cancellation is entitled to refund 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 reservation cancellation is 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 an invoice generated has not yet been settled, ViniPortugal reserves the right not to issue a credit note on an invoice generated, maintaining the amount owed.

Clarifications

Event: Filipa Anunciação | filipa.anunciacao@viniportugal.pt | +351 21 356 98 98

Andrea Guimarães | andrea.guimaraes@viniportugal.pt | +351 21 356 98 98

Invoicing: Luís Franco | luis.franco@viniportugal.pt | +351 21 356 98 90