

Retail Buyers Trip I and II - USA

Registration deadline: March 8th, 2017



General Information

In compliance with the 2017 promotion plan and with the objective of widen Portuguese wine listings in the American retail, ViniPortugal will host 2 trips to Portugal for **6 retail buyers in June and July**. The trips will take place from June 25th to July 1st and from July 2nd to July 8th. The retailers mention bellow will participate in these trips.

ViniPortugal invites all EAs with distribution in the market to sign up!

Retail Buyers I – June 25th to July 1st, 2017

Jason Bittay – Bourbon Street Wine & Spirits (7 stores), New Jersey

Bourbon Street Wine & Spirits is a small chain wine, spirits and beer retailer. They have a vast selection of top tier wine and spirits in their stores as well as online. With a wide array of alcohol selection, you can't go wrong stopping in these stores and exploring what they have to offer.

James DeLeon - Kroger, Houston

Kroger operates 2,796 grocery retail stores in 35 states under nearly two dozen banners. Their formats include supermarkets, price-impact warehouse stores, and multi-department stores, which are similar to supercenters, but offer an expanded variety of national brand appeal and general merchandise. One of their newest additions, in select Kroger stores, is a wine program lead by James DeLeon. It allows customers to learn about and try some of the wines sold in the store.

Don Norton – Noe Valley Wine Merchants, San Francisco

Noe Valley Wine Merchants is a neighborhood store with a curated selection of wine, beer, hard cider & assorted spirits. This 1,060-square-foot space has a tasting room and nearly 500 wines to taste and choose from. They also have an online retail site where consumers can purchase all of the bottles they have in store.

Peter Andrews – Prima Vini Wine Merchants, Walnut Creek, CA (Bay Area)

Prima Vini is PRIMA's full service wine merchant specializing in distinctive, small-production and difficult-to-obtain wines from all over the world. Thirty plus years in the business have allowed them to forge great relationships with some of California's premier wineries and they

also offer particularly strong selections of Italian and other international wines. Their experienced, long-term staff is focused on providing friendly, knowledgeable, professional service.

Jonathan Seabra – Seabra Foods (18 stores), New Jersey

Seabra Foods was founded in 1967 and is the leading ethnic food retailer in the United States. The Seabra Foods chain consists of 12 locations across Rhode Island, Massachusetts, New Jersey and Florida. It features products from Portugal, Brazil, Ecuador, Peru, Mexico, Spain and more. Their mission is to go beyond normal retail and put their customers first.

TJ Douglas – The Urban Grape South End, Boston

The Urban Grape is an award-winning wine, craft beer, and spirits store located in Boston's vibrant South End neighborhood. Urban Grape is the first store to utilize Progressive Shelving, a unique system of organizing wines by their body, rather than varietal or region. Progressive Shelving allows the staff to help you pick the perfect wine for your palate.

Retail Buyers II – July 2nd to July 8th, 2017

John Roenigk – Austin Wine Merchant, Austin

The Austin Wine Merchant strives to bring more than your average bottle shop. Starting with their urban garden out front, where customers are encouraged to take some fresh herbs home to enjoy. Inside, their friendly, knowledgeable staff are ready to help you find just what you are looking for from the careful selection of wines, spirits, beers, accessories and more. They host weekly, complimentary wine tastings to show off recent arrivals, seasonal wines or to celebrate a particular set of wines with a trusted producer who may be in town. You can take in the whole program or just stroll through the store, peruse the selection whilst enjoying a pleasant sip of wine.

Cristiano Andrade – Sea Grape Wine Shop, New York City

Sea Grape Wine Shop is a West Village oenophile favorite featuring moderately priced, hard-to-find small winery bottlings and popular Thursday night tastings. This snug shop is packed with international wines and offers free local delivery. They have affordable wines along with a nice selection of fine wine. Sea Grape was established in 1989, and is named after a prominent bush berry in Southern Florida and the Caribbean. It is also a nickname for a deep-sea amoeba. The owner is an avid surfer with a passion for wine.

Darrell Greiwe – Spirit Wine (2 stores), New Orleans

Spirit Wine is a purveyor of wine, beer and spirits of extraordinary terroir and values. They hold weekly tastings, classes, wine dinners and special events; as well as offering party, wedding and catering services. It also is a food market in partnership with Gator and Crane, a buying club offering fresh produce, prepared foods, home goods and personal care items. They also hold free "happier hour" tastings Fridays from 5pm-7pm come rain or shine.

Melissa Zeman – wineHouse, Chicago

At wineHouse they offer a diverse collection of wines that was chosen with your home/palate/pocketbook/meal/glass in mind. Organized by weight (or body), their selection encourages you to explore the world of wine from the comfort of our shop. From popular favorites, like Cabs and Chards, to interesting varietals, like Refosco and Colombard (plus a lovely Kosher selection!), their team will help you select wines you like and find wines you didn't know you liked.

Elizabeth Sharp – The Wine Mine, Oakland

The Wine Mine is a low key, high service wine shop that was established in 2007. They offer a wide range of wine varietals that are valued from \$7-\$100. They also conduct laid back, weekly \$1 wine tastings every Saturday from 2-5pm. For your buck (total) you will try five or more wines every week.

Nathan Gordon – The Vineyard Wine Shop and City Wine (2 stores), Denver

The Vineyard Wine Shop is located in central Denver's Cherry Creek North shopping district. Their wine cellar is stocked with thousands of bottles from all over the world at prices that are sure to please. They offer a variety of unique services for you to choose from, most notably the famous Wine of the Month Clubs and Dealer's Choice. Each program is a great way to experience an exciting variety of fabulous wines at terrific savings. Free in-store wine tastings every Friday and Saturday from 2-6pm. Come in, grab a glass and taste delicious wines from around the world. All tasting day wines are available at special pricing. Nathan recently also opened a new wine shop called City Wine, which offers a unique, curated selection of wines from around the world, as well as craft beer and boutique spirits.

Portugal Trip Details:

The trip will feature 5 working days, considering up to 9 host EA across the country.

Registration

Due to the limited number of visits (9), it is established 2 types of registrations, with different costs and levels of awareness, in order to include the maximum number possible of projects and considering the possible existence of interested projects with different dimensions.

So, we will have:

TYPE A: HOST ECONOMIC AGENT (HOST EA)

TYPE B: INVITED ECONOMIC AGENT (INVITED EA)

Structure of each visit:

Each of the 9 visits will take place in the Host EA property, having the total length of 4 hours split in 3 different phases:

- 1) **Visit to the Host EA property** with individual presentation of that project – at most one-hour duration;
- 2) **Generic wine tasting**, with maximum 6 different wineries participation (Host EA + 5 invited EA), in which each company will have its own table (where can present a maximum of 5 Skus) and can contact directly with the 6 invited buyers - at most one and half-hours duration;
- 3) **Light Meal (lunch or dinner), to be offered by the host to a maximum of 13 people (6 buyers, 5 producer representatives and 2 organization members) + Host team** – at most one and half-hours duration.

TYPE A CONDITIONS: HOST EA

- 1- **Participation Cost:** 550€* + VAT
- 2- **Logistical conditions:** As stated above, the Host EA must:
 - a. Provide a space for a wine tasting with 5 different tables, being responsible for the needed logistic support (including table, towel, glasses, frapps, 1 spittoon per table, ice and water);
- 3- Have conditions to offer a meal for 13 people (6 buyers, 5 representatives of each of the invited EA and 2 members of the Organization) + host team;
- 4- **Excellence Areas:** The Host EA project should stand out as a project of excellence in at least one of the areas indicated below:
 - a) **MANOR HOUSE:** Manor house of elevated architectural interest in a property dedicated and with long tradition in wine production;
 - b) **HISTORIC:** Historic building/ location of national interested linked to history or wine production;
 - c) **LANDSCAPE:** with an unpaired beautiful vineyard landscape that is characteristically of the region where is located;
 - d) **ARTISTIC:** place of long tradition in the wine production, with a relevant heritage collection;
 - e) **EDUCATIONAL:** place of long tradition in the wine production, with exceptional reception quality and an unpaired viniculture patrimony (non-grafted vineyard, old wines, ampelographic or experimental field, etc.);
 - f) **ENOTURISTIC:** national enotouristic reference offer.

TYPE A CONDITIONS: GUEST EA

- 1- **Participation Cost:** 250€* + VAT
- 2- **Logistical conditions:** the invited EA must be in the tasting venue at least 40 minutes before the beginning of the tasting, with the 5 SKUs that want to present to the buyers (each invited EA will be responsible by his wines transportation).

***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 cost of registration, **in the proportion of the number of Port, Madeira or Azores wines signed up for the event.**

SPECIAL CONDITIONS FOR CVRs WITH COOPERATION PROTOCOL WITH VINI PORTUGAL:

The CVRs that have signed a cooperation protocol with ViniPortugal may intermediate with their EAs one of the visits. For that, must fulfil the totality of one visit objective, will need to collect the registrations of the 5 guests EAs (type B). The formal registration must be assured by each EA in the ViniPortugal web platform. The registration price regarding the EA Host will be charged directly to the CVR.

If the maximum number of guests EA is not achieved, ViniPortugal may fulfil the free space with EAs from other regions.

COMON PARTICIPATION CONDITIONS (TYPE A AND TYPE B):

- The registered wines must respect the conditions of participation in events ViniPortugal - not sparing the document reading, namely being DO or IG or Grape and year and native grapes mostly;
- All the wines registered must have a distribution assured in the USA and reasonable quantities available for the market in 2017;
- The event requires the EA presence;
- Each EA host may submit 10 wines more during its exclusive time;
- Each EA (HOST or GUEST) may present a maximum of 5 wines during the generic tasting;
- It's allowed the registration of all types of wines, from still to fortified, however, the submitted portfolio must include still wine;
- All registered EAs must present their project through a brief text (maximum of 150 words) in English, in the respective registration space;
- All registered EA must send the wines technical sheets (in English) of the 5 wines;
- Program financed by OCM.

Payment, Financial Conditions and Penalties

- **1st Payment: 100%** until **March 8th, 2017** (payment after the limit has a penalty of 25%).
- Payments may be made by bank transfer to the **IBAN: PT50.0033.0000.00017405837.22** or by check to the order of ViniPortugal

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

Participation Steps

Step 1: Online registration in the digital platform and sending proof of the payment until March 8th, 2017 to the e-mail: saf@viniportugal.pt. In case of payment by check send to ViniPortugal to the care of "Serviços Administrativos e Financeiros";

Step 2: ViniPortugal sends final confirmation.

Space Allocation Criteria:

The registration is not a guarantee of space allocation. In case of over booking in regards to the available space, priority will be given to Producers that have:

- Higher number of participations in ViniPortugal's events in USA in 2016;
- Higher number of participations in ViniPortugal's events all over the world in 2016;
- Higher number of participation in American trips to Portugal delegations.

Cancellation of Registration

The cancellation of the EA registration, on its own initiative, is possible during the registration period. 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

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