

Restaurant Buyers Trip – US17



Registration deadline: July 26th, 2017

General Information

In compliance with the 2017 promotion plan and with the objective of promote awareness and Portuguese wine listings in the American restaurants, ViniPortugal will host a trip for **6 restaurant buyers from different American regions**. The trip will take place between September 24th and September 30th and it will feature the guests mentioned bellow.

ViniPortugal invites all EAs with market distribution to sign up!

The 5 guests already confirmed are:

**Danielle Kuzinich, The Hidden Vine Wine Bar and Adega Wine Bar
(San Francisco, CA)**

Located in the Financial District of San Francisco, The Hidden Vine Wine Bar brings the comfort of the wine country to its guests. We taste wines from many of the world's well known and not so well known wine regions with the intent of creating a diverse and exciting wine list for our customers. Our wine list currently features over 180 different wines with 40 poured by the glass. The Hidden Vine Wine Bar has been serving wine lovers in San Francisco since 2005. We started operating in the back alcove of a small hotel near Union Square and quickly earned a reputation for friendly service and an interesting wine list. The Hidden Vine's warm ambiance and our rotating focus on a different wine region each month allowed us to build a devoted following. Kuzinich's latest project, Adega Wine Bar, is a Portuguese wine bar set to open soon in the San Francisco Bay Area.

Alex LaPratt MS, Atrium DUMBO (Brooklyn, NY)



Alexander LaPratt is well renowned and respected in the wine world having achieved incredible accomplishments such as being one of 219 people in the world to ever pass the Master Sommelier Exam, winning The Best Sommelier in America competition in 2011 and representing the USA in The Best Sommelier of the World Competition in Tokyo Japan 2013. Coming from humble beginnings in Detroit, Alex's journey has taken him through some of America's best restaurants such as Michael Mina, The French Laundry, Daniel Boulud's Restaurants, Atera, Le Bernardin and the position of Head Sommelier at Jean George's Flagship restaurant before he opened his own restaurant Atrium DUMBO in DUMBO Brooklyn in 2013. He brings a driving enthusiasm and passion not only for beverage but also for food and service.

Laura Williamson MS – Mandarin Oriental (New York, NY)



Laura Williamson began her formidable career in the service industry at the young age of 18, after growing up in a dry county in Arkansas (where her mother still resides) and discovering the virtues of wine after moving to Paris, France at 19 for college. By exploring wine through service positions at David Paul's in Lahaina, Maui, Hotel Del Coronado in San Diego, John's Restaurant and Flagstaff House in Boulder, CO and Sweet Basil and La Tour in Vail, CO, she was convinced her talents with wine could lead to a more exciting career than her Economics and Financial Planning degrees.

She was encouraged to pursue the Master Sommelier Diploma by her mentors Wayne Belding and Sally Mohr of the Boulder Wine Merchant and achieved this coveted distinction of which only 78 Americans (including just 13 women) had attained prior to her success in 2005. She is currently an active member of the Court of Master Sommeliers, the grading body for aspiring candidates. She also holds the prestigious title of Certified Wine Educator and achieved this feat in 2002 when only approximately 100 others had previously.

Following her accreditation, she began consulting for Small Vineyards Imports, the fastest growing Italian Wine importer in the US for 2006 and 2007 and the only Italian importer focused exclusively on small-production, hand-harvested fruit with minimal environmental impact. She helped select the portfolio, expanding offerings to Spain and Portugal, and assisted in educating suppliers and distributors nationally on the superior virtues of small, hand-harvested, earth-friendly wine production.

From November 2006-June 2009, she managed and doubled as the sommelier while co-owning VinTabla Restaurant and Wine Shop in Tucson, AZ. Her award-winning, handcrafted wine list showcased 100+ wines from around the world where 'taste' and 'glass' pours were key to supporting tableside-custom wine flights that ignited consumer learning and appreciation of synergistic wine and food pairings.

From April 2010 through 2012, she managed sales nationally as Vice-President of Sales for Rudi Wiest Selections, a top German Importer to the US for over 30 years. She assisted Rudi in handling his prestigious portfolio of Germany's second-to-none producers and crusaded simultaneously for the merits of dry wines from Germany.

From April 2013 to June 2014, she worked as Chef Sommelier to Jean-Georges at his namesake Michelin 3 Star New York Restaurant, prior to accepting the position as Corporate Beverage Director for Jean-Georges until May of 2015.

Currently, she oversees the beverage program as Wine Director for Mandarin Oriental, New York, managing 3000+ selections contained in the 45-page award-winning wine list, fully servicing all venues of this prestigious luxury hotel. Additionally, she sits on the advisory board of Kazzit.com "world's most comprehensive winery guide", assisting to expand content and operations via an interactive sommelier platform poised for global scale.

She speaks annually at national wine conferences and festivals and is a staunch advocate for artisan wine producers, especially for under-appreciated countries such as Germany, Greece, Portugal/Madeira and Slovenia. In her spare time, practicing yoga and leading yoga and wine retreats takes priority along with supporting numerous children's charities across the US from Naples Winter Wine Festival to Just Like My Child based in San Diego but supporting children of Uganda.

Jack Mason MS – Pappas Bros. Steakhouse (Houston, TX)



Jack Mason, Master Sommelier at the Pappas Bros. Steakhouse Houston Downtown and Galleria locations, achieved MS status at the very young age of 27 and one of the youngest to do so. He is one of only 9 esteemed Master Sommeliers currently in the state of Texas and one of 144 Master Sommeliers in the United States.

Born in Biloxi, Mississippi, Mason developed a fondness for the food and beverage industry while working in local restaurants in his hometown of College Station, Texas.

Mason's interest in wine was piqued while taking a wine education requirement class while pursuing a culinary degree from the Culinary Institute of America (CIA) in Hyde Park, New York. Mason soon left to enroll in Hospitality Management at Cornell School of Hotel Administration. It was there he met his future mentor, Greg Harrington of Gramercy Cellars, and became a wine course Teaching Assistant. To further his education, he spent summers back in College Station working within wine shops and

restaurants.

Mason returned to Texas following his graduation to begin his career in Houston as a Sommelier at the Grand Award-winning Pappas Bros. Steakhouse while simultaneously studying for and passing the Advanced Exam of the Court of Master Sommeliers.

In 2013, Mason moved to New York City to work in various notable restaurants. He refined his knowledge and passion of Italian wine as Sommelier of several Michael White Italian restaurants, including Ai Fiori and Marea. The following year, Jack joined famed restaurateur Danny Meyer to open Marta as the wine director, where he focused on wines from southern Italy and furthered the team's beverage education. In 2015, Jack was inducted into the Court of Master Sommeliers. Mason decided it was time to return to his roots and moved back home to Texas in November 2016. He re-joined Pappas Bros. Steakhouse in Houston as master sommelier at both the Houston Galleria and Houston Downtown locations. He is responsible for an inventory of more than 60,000 bottles of wine and close to 3,000 selections from the restaurant's extraordinary wine collection.

In his current position, Mason informs guests on the nuances of wine quality that make for a stunning dining experience. He also is responsible for providing continuous wine programs and education for both the wait staff and patrons.

Mason has been featured in Forbes's annual "30 Under 30" list of outstanding young professionals nationwide, Zagat's "30 Under 30" list in New York City as was named Wine & Spirits "Best New Sommelier 2015." He was also featured in the series "Uncorked" on the Esquire Network that followed his journey to receiving his MS certification.

In his personal life, this Master Sommelier enjoys spending time with friends, cooking and working on the house he shares with his wife Carly and their Goldendoodle, Mr. Bojangles.

Elton Nichols, Canlis (Seattle, WA)

Canlis is a place where you feel welcomed. Run by the Canlis family, Canlis is the Pacific Northwest's most celebrated restaurant, winner of twenty consecutive Wine Spectator Grand Awards and three time James Beard runner up for best service in the country. Voted Most Romantic, Best View, Best Service, Best Design, Top Wine List and Wine Service, Washington Family Business of the year, and Best Overall Restaurant. At Canlis they are learners, and after 66 years of serving Seattle, they believe they're just beginning to get things right.

Portugal Trip Details:

The visits will take place during 6 working days.

Structure of each visit:

Each one of the visits will take place in the Host EA property with a duration of 4 hours in which the producers may present their wines specifically for restaurants, in 3 steps:

- 1) **Visit to the Host EA property** with individual presentation of that project – at most one-hour duration.
- 2) **Generic wine tasting with the presentation of wines suited for restaurants**, with the participation of different companies (Host EA + Guest EA), in which each company has its own table (where each producer can only present a maximum of 5 SKUs) and can contact directly with each one of the guests. The wines must be adequate for the wine by the glass service and wine à la carte in medium and high level restaurants. Due to the high average knowledge about wines, it is recommended a special tasting (rare wines, vertical tasting, etc.) – at most one and half hours duration.
- 3) **Light meal** (lunch/dinner) to be offered by the Host to a maximum of about 14 people (6 buyers, 1 ViniPortugal representative, 1 Agency representative and Guest EAs representative) + Host EA – at most one and half-hours duration.

Note: In special circumstances when the number of registered Guest AEs is reduced or there are registrations excess of Host AEs, and as far as possible and whenever the itinerary through the registered AEs allows it, exclusive visits of 2 hours to one Host EA (without any Guest EAs invited) can be made or, alternatively, a Host EA be invited to take care of the guest buyers dinner reception.

TYPE A CONDITIONS: HOST EA

1. **Participation Cost:** 550€* + VAT
2. **Excellence Areas:** the interested EA in being host, should submit his own project and reception venue. The Host EA project must stand out as an excellence project in at least one of areas listed 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 reference in food and wine offer;
3. Interested EAs, that can assure necessary conditions, can offer the night over to the group of buyer guests and accompany team (Viniportugal and FCWS).
 4. Be able to carry out a wine tasting for 5 Guest EAs and provide a meal to 14 people (6 buyers, 1 ViniPortugal representative, 1 agency representative, EA Guests) + Host EA.

TYPE B 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. nº94/2012 of 20 of April, regulated by ordinance nº 426/2012 of 28th of December) increases **50% to the base cost of registration in the internal market and 33% to the base cost of registration in the OCM markets**, in the proportion to the number of Porto, Madeira and Azores wines registered for the event. Therefore, for each Port, Madeira or Azores wines registered, increases the value indicated below to the registration cost, being applied afterwards the owed discounts to entities with signed protocols with ViniPortugal.

- **For Host EA - 18,15€ + VAT per each registered wine;**
- **For Guest EA - 8, 25 € + VAT per each registered wine.**

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 and CVR 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.

TERMS OF PARTICIPATION CONDITIONS (TYPE A AND TYPE B):

- Subject to the "Terms of Participation in Viniportugal Events", not sparing document reading;
- The event requires the physical presence of EA;
- Host EA can present up to 10 wines during this exclusive hour;
- Each (Host and Guest) EA can only present a maximum of 5 wines during the generic tasting;
- 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).
- Program financed by OCM.

Wines Admissibility Criteria

- Wines must be adequate for restaurants;
- All the styles of wines can be registered, from still to fortified, however, the submitted portfolio must have always still wines.
- In the terms of Regulation of OCM only DOC, IGP or "Vinho" (without DO or IG) wines, as long as having indication of the Grape Variety and Vintage Year, can benefit of the OCM support, therefore, it is only allowed to ship and being present in our events targeting external markets (out of EU) wines in compliance with this regulation.

Space Allocation Criteria:

The registration is not a guarantee of space allocation. In case of exceeding registrations and if meeting all the need criteria, priority will be given to Producers that have:

- Higher history of participations in ViniPortugal's events in USA in 2016;
- Higher history of participations in ViniPortugal's events all over the world in 2016.

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

Payment, Financial Conditions and Penalties

- **1st Payment: 50%** with wine registration should be done until the limit date of registration: **July 26th, 2017**(payment after this date has a penalty of 25%);
- **2nd Payment: 50%** remaining should be done until the limit date of registration: **August 18th, 2017** (payment after this date has a penalty of 25%);
- Payments may 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, 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 of the payment proof until **July 26th, 2017** to saf@viniportugal.pt. In case of payment via check send to ViniPortugal to the care of "Serviços Administrativos e Financeiros";
- **Step 2:** ViniPortugal will confirm participation in the event.
- **Step 3:** Sending of the remaining payment proof until **August 18th, 2017** to saf@viniportugal.pt. In case of payment via check send to ViniPortugal to the care of "Serviços Administrativos e Financeiros";

Cancellation of Registration

Viniportugal will cancel the programme if the needed registrations are not achieved.

The cancellation of the EA registration, on its own initiative, is possible during the registration period (July 26th). 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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