



Buyers Trip Liquor Boards - CN17

REGISTRATION DEADLINE: July 26th 2017



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General Information

In compliance with the 2017 promotion plan and with the objective of increase the distribution of Portuguese wines on Liquor Boards de Québec (SAQ), Ontário (LCBO), British Columbia (BCLDB) a Nova Scotia (NSLC), ViniPortugal will host one trip on Portugal for 6 buyers of these organization, with the objective of increase the portfolio of Portuguese wines. The trips will take place from September 17th to 23rd and will be attended by following guests. 4 guests have already been confirmed and detailed in terms of wines what they are looking for. It would be very importante for producers to take this information when selecting the wine portfolio to be presented.



1. Inês Castillo, SAQ Portuguese Wine Category Manager
2. Marie-ève Meunier, SAQ Analyst

White Wines:

- Seek for local grape varieties
- Looking for Vinho Verde and interest for other regions (Douro, Alentejo, Lisboa)
- Work on new range of specialty products at different price point
- Take benefit from brand leaders in red
- Strengthen the portfolio with new players

Red Wines:

- Every product with volume supply and with Aromatic profiles
- Local grapes seeked blended or not
- Curiosity for international grape varieties
- Work on new range of specialty products at different price point
- Strengthen the portfolio with new players



3. Julie-Ann Mc Neilly, LCBO Vintage Buyer (a confirmar)



4. Barbara Philips » BCLDB European Wine Category Manager

Focused on smaller, family run wineries that are not already represented in British Columbia. Generally, these would be the type of wines and wineries not typically presented to Barbara Philips by the local agent/importers.



5. Tim Pellerin, NSLC Chief Operating Officer

6. Jennifer Katona, NSLC Portuguese Wine Category Manager

Regions:

- Douro & Porto
- Dão
- Vinho Verde

Port Wines:

- visit large properties of Port and discover its wines
- 20 & 30 year olds, LBV, interesting whites, vintage releases.

Still Wines:

- Tintos: \$17.99 - \$30.00 (estimativa FOB/garrafa: \$1.80 - \$4.00 CDN)

Portugal Trip details:

The trip will feature 5 working days.

Structure of visit

Each visit will take place in the Host EA property, having the total length of 2 hours split (without EA Guest) or 4 hours split (with EA Guest), during the visit it will be possible to present wines that respond to the profile presented above, split in 3 distinct phases:

- 1) **Visit to the Host EA property** with individual presentation of that project with or without taste – at most one-hour duration;
- 2) **Wine tasting** with portfolio presentation that respond to the profile presented, with different wineries participation (Host EA + Guest EA), in which each company will have its own table (where can present a maximum of 5 Skus) and can contact directly with the invited buyers - at most one and half-hours duration;
- 3) **Light Meal (lunch or dinner)**, to be offered by the host EA to a maximum of 13 people (6 buyers, 1 ViniPortugal member, 1 agent member and Guest EA) + Host team – at most one and half-hours duration.

Note: In special circumstances where the number of registered Guest EAs is reduced or there are excess registrations of Host EAs, and as far as possible and whenever the route for the registered EAs allows it, exclusive visits of 2 hours to one Host EA (without Guest EAs) or alternatively an Host EA be invited to take care of the guest reception dinner.

TYPE A CONDITIONS: HOST EA

1. **Participation Cost:** 550€* + VAT
2. 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 interest linked to history or wine production;
 - c) **LANDSCAPE:** with an unpaired beautiful vineyard landscape that is characteristic of the region where it 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 viticulture patrimony (non-grafted vineyard, old wines, ampelographic or experimental field, etc.);
 - f) **ENOTURISTIC:** national enotouristic reference offer.
3. EA that has interest and conditions to receive, will be able to offer to the group of guests overnight stay.
4. Have conditions to provide a space for a wine tasting (5 EA GUEST) and offer a meal for 13 people (6 buyers, 1 ViniPortugal member, 1 member of the Organization and the invited EA) + Host team;

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 for his wine's transportation).

***For the EA that present Port, Madeira or Azores Wines** (wine that is not subject of promotional tax - D.L. n.º94/2012 of 20 of April, regulated by ordinance n.º 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.

SPECIAL CONDITIONS FOR CVRs WITH COOPERATION PROTOCOL WITH VINIPORTUGAL:

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.

COMMON PARTICIPATION CONDITIONS (TYPE A AND TYPE B):

- 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;
- 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;
- The registered wines must respect the conditions of participation in events ViniPortugal - not sparing the document reading;
- Program financed by OCM.

Wine Admissibility Criteria

- The wines should respect the requirements of Liquor Boards buyers;
- All styles of wine (still or fortified) can be registered, however, the portfolio submitted should always contain still wines;
- In OCM Regulation, only DOC, IGP or Wine with Grape or Year, may benefit from financial support. So only the wines who respect COM regulation could be shipped and be present on the event in external markets (out of EU).

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 26th, 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 26th, 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

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