



BCLDB IN-STORE PROMO (CN'17)

Canada- British Columbia
September 2017



REGISTRATION DEADLINE: May 18th, 2017

Informação Geral

In compliance with 2017 wines of Portugal promotion plan and after the success of the 2015 and 2014 activities, Viniportugal will launch with the Liquor Distribution Branch (LDB) a promotion of Portuguese wines in the 30 key stores of British Columbia Liquor Board. This activity has the objective of boosting Portuguese wines sales and awareness of Portugal category in the province.

We are counting with your presence!

Promotion Mechanic

- **Implementation dates** - 3 to 30th of September 2017
- **Type of promotion** – Special visibility and tastings in 30 BCLDB key stores, considering:
 - 1 Tasting of 4 hours per store with 3 wines each (dates and store allocation to be confirmed later);
 - 1 Display per store with 5 wines each during all promotional period;
 - Each wine will be present in 10 tastings and 16 displays;
 - Implementation of a consumer event on the September 9th in one of the main LDB stores, Cambie Kitchen, where will be given to taste 9 wines paired with food, in a rotating dynamic (2 hours each wine), to up to 250 final consumers;
 - One advertising page in the September Taste magazine issue (LDB magazine), featuring exclusively 4 of the promotion participant wines (4 wines in the same page, as done in the US advertising campaign), subject to additional fee (see Participation Costs section).
 - It will be created generic POS (point of sale) material for the in store promotion. This materials will communicate the “Wines of Portugal” brand/ promotion, non-specifying any specific brand;
- **Wines target:** 9 Wines – that will subject to BCLDB Category Manager selections based on the list of wines registered in programme.

Wine Eligibility Conditions

- Registrations limited to wines already listed in the Liquor Board stores;
- Retail price must be higher than 15 Canadian Dollars and lower than 25 Canadian Dollars, with exception of Port and Madeira wines which can have a higher retail price;
- Registration limited to DOC, IGP or “Vinho” (without DO or IG) as long as having indication of the Grape Variety and Vintage Year, and made mainly from Portuguese indigenous grape varieties;

*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 in the external markets (out of EU) wines in compliance with this regulation.

Participation Conditions

- **The selection of wines will be done by the Liquor Board**, based on the list of registered wines submitted by Viniportugal. Viniportugal will send the names of all registered wines and the Liquor Board will be responsible for selecting the 9 wines to be promoted. The non-selected wines, will have their registration fee refunded;
- Program financed by COM;
- Subject to the “Terms of Participation in Viniportugal Events”, not sparing document reading.

Space Allocation Criteria

Registration is not guarantee of space allocation. The final selection of 9 participating wines will be done by the Liquor Board.

In case of the wines selected interested in being featured in advertising page exceeds the limit of 4, priority will be given to the following EA:

- Highest history of participation in Viniportugal events in Canada in 2016;
- Highest history of participation in Viniportugal events in 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.

Participation Costs

- In-store activation cost per wine: 900 €+ IVA à taxa de 23%
- In-store activation and featuring in the Taste Magazine advert: 1.240 €+ IVA à taxa de 23%

*For the Economical Agents 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.

Therefore, for each Port, Madeira or Azores wines registered, increases **297€ + IVA** to the registration cost in the in-store activation and **409.2€+ IVA** to the registration cost in the in-store activation and featuring in the Taste Magazine advert, being applied afterwards the owed discounts to entities with signed protocols with ViniPortugal.

Payment, Financial Conditions and Penalties

- **1st Payment**» 50% payment with the wine registration until May 18th, 2017 (payment after this date has a penalty of 25%);
- **2nd Payment**» 50% remaining payment until August 1st, 2017 (payment after deadline 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 wine submission for Liquor Board selection, after the payment of first instalment.

Participation Steps

- **Step 1:** Registration in the online platform and send 1st installment payment proof to saf@viniportugal.pt until **May 18th**. In case of payment by Check, send to ViniPortugal to the care of "Serviços Administrativos e Financeiros";
- **Step 2:** Viniportugal will confirm Liquor Board wine selection;
- **Step 3:** Send 2nd installment payment proof until August 1st, 2017 to saf@viniportugal.pt. In case of payment by Check, send to ViniPortugal to the care of "Serviços Administrativos e Financeiros".

Registration Cancellation

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

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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