



## PROMO MBLL (CN17)

Canada- Manitoba

January 2018



**Registration Deadline: July 7<sup>th</sup>, 2017**

### General Information

In compliance with 2017 promotion plan and after a first approach to the Manitoba Liquor & Lotteries (MBLL), is with enthusiasm that ViniPortugal launches the second Wines of Portugal tactical promotion in the Manitoba Liquor Board stores. This promotion aims to promote the trial and sales boost, increasing of base consumer and Portuguese wines awareness.

**We are counting with your presence!**

### Promotion Mechanic

- **Promotion Date:** January 2018
- **Promotion Mechanic:**
  - Visibility and Tasting in the 30 main MBLL Stores during 1 month:
    - 1 Tasting per store with 4 wines each, with the length of 4 hours (Friday/Saturday TBC);
    - Each SKU will be present in 10 tastings;
    - Wines of Portugal generic visibility material in the 30 stores;
    - Distribution of 1.500 brochures with information about the participating brands;
  - Special tasting in the Education Center for 100 final consumers:
    - Apresentation of the 12 wine participating brands;
    - Pairing with local food;
    - Visibility Wines of Portugal;
    - If interested, brand Agents can be present to assure the wine tasting and presentation of their wines (optional).

- Digital Visibility: Banner with promotion and the participating brands communication in the MBLL site;
- Covered Wines by the promotion: 12 wines, which will be subject to the selection of the MBLL Category Manager based on the enrolled list.

### Participation Conditions

- Registrations open to still wines already listed in MBLL stores.
- Minimum retail price: equal or superior to 11,99 Canadian Dollars.
- The wine selection will be done by the Liquor Board based on the list of registered wines provided by Viniportugal. The wines not selected will have the registration cost refunded.
- Project financed by the OCM program.
- Subject to the “General Participation Conditions in ViniPortugal Events”, **not sparing document reading**.
- Registration limited to DOC or IGP wines or Vinho (without DO or IG) as long as of grape variety and vintage, and mainly of Portuguese grape varieties.

Is not allowed derivative wine products, like spirits and vinegar, independently of its classification.

### Participation Costs

- **Cost per wine:** 470€+ VAT (23%)

\* For EAs that present **Port, Madeira and Azores Wines** (wine that is not subject to 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 on internal market and 33% to the base cost on OCM market, in the proportion of the number of Port, Madeira and Azores wines signed up for the event. This means that, for each Porto, Madeira and Azores wine registered, there's an extra participation cost of 155,10€+VAT (23%)**, applying the appropriate discounts to entities with protocols signed with Viniportugal.

### Payment, Financial Conditions and Penalties

- **1st payment: 50%** with the registration, until **July 7th, 2017** (*payment after deadline has a penalty of 25%*)
  - **2nd payment: 50%** the remaining until **July 31st, 2017** (*payment after deadline has 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, the registration is only effective, for the purpose of space allocation, after the 1<sup>st</sup> payment.

### Participation Steps

- **Step 1:** Registration on the online platform and send of the 1<sup>st</sup> payment proof until **July 7<sup>th</sup>, 2017** to: [saf@viniportugal.pt](mailto: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 2<sup>nd</sup> payment proof until July 31st, 2017** to: [saf@viniportugal.pt](mailto:saf@viniportugal.pt). In case of payment by check, send to ViniPortugal “Serviços Administrativos e Financeiros”;

### Space Allocation Criteria

The online registration does not guarantee participation. The final selection of 12 participating wines will be made by MBLL.

### 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

Event: Filipa Anunciação | [filipa.anunciacao@viniportugal.pt](mailto:filipa.anunciacao@viniportugal.pt) | +351 21 356 98 98

Andrea Guimarães | [andrea.guimaraes@viniportugal.pt](mailto:andrea.guimaraes@viniportugal.pt) | +351 21 356 98 98

Invoicing: Luís Franco | [luis.franco@viniportugal.pt](mailto:luis.franco@viniportugal.pt) | +351 21 356 98 90