

Wines of Portugal: Perfect Portuguese Pairings Key Influencer Luncheons

Producer Fact Sheet

ViniPortugal is proud to announce the 2017 Perfect Portuguese Pairings Key Influencer Luncheons in three cities: Miami, Seattle, and San Diego. This program is specifically aimed to help ViniPortugal identify and invite 40 of the top key influencers in each city through FCWS trade relationships and sommelier connections, while showcasing the food friendliness and pairing ability of Portuguese wines. In each city, these exclusive luncheons will be held in a private dining area of a hip, highly sought out restaurant and hosted by Master Sommelier Keith Goldston. A total of 12-14 wines will be featured across a reception and a three-course meal, one of which will have some Portuguese influence. Attendees will be able to vote every course which pairing was the "Perfect Portuguese Pairing." All attendees will be asked to complete a sales lead form at the end of the luncheon, and each producer will receive a letter with contact information to follow up with those interested in purchasing their wines.

June 2017 Perfect Portuguese Pairings Key Influencer Luncheons Event Schedule

Date	Day	Event	Target	Time	People	Wineries
June 6	Tuesday	Miami PPP Luncheon	Trade & Media	12:00 PM – 2:00 PM	40	12-14
June 8	Thursday	Seattle PPP Luncheon	Trade & Media	12:00 PM – 2:00 PM	40	12-14
June 13	Tuesday	San Diego PPP Luncheon	Trade & Media	12:00 PM – 2:00 PM	40	12-14

About the Host, Keith Goldston MS



Born and raised in Napa Valley Keith is one of the world's youngest Master Sommeliers He is the proud recipient of the illustrious Krug Cup trophy, passing all three parts of the exam (theory, tasting and practical), on the first attempt. Keith has more than 25 years of experience ranging from bussing & waiting tables, to writing award-winning wine lists, consulting, training and lecturing for prestigious and renowned restaurants, hotels, cruise lines & wineries including; Domaine Chandon, Masa's, Spago, Picasso, Aureole, Charlie Palmer Steak, Crystal Cruises and Diageo Chateau and Estates. His "Have Corkscrew – Will Travel" attitude has found him making sake in Japan, judging wine competitions & teaching wine classes in China & Korea, opening wine bars in India, chasing kangaroos in Australia, crossing the Andes in search of great wine, returning to his home town of Napa to work for the C.I.A. (the Culinary Institute of America) as well as teaching and examining thousands of students while serving on the Board for the Court of Master Sommeliers. Previously Keith has worked with celebrity Chef Bryan Voltaggio at Volt, Range and Aggio. Drawing on his globe-trotting experience to create wine programs that showcase the classics, the trend-setters as well as the rock-stars of the wine world. Speaking of music, Keith has arranged the Range wine list by style with musicians as the categories (Skinny Elvis or Fat Elvis for example) all to make wine more approachable and accessible to the consumer. It is this irrelevant approach to wine that had Wine Spectator calling Keith "a wizard at matching food with interesting wines." Currently, Keith works for Rosewood Hotel in Washington, DC.



General Information for All Events:



Key Points about the Perfect Portuguese

Pairings Luncheons

- FEES: 290€+VAT per wine per city.
- DEADLINE: Sign up directly with ViniPortugal by **February 24th, 2017**.
- HOW TO ENROLL: Producers should pay and send form directly to ViniPortugal.
- Producers are highly encouraged, but not required to attend.

Wine Quantity / Consolidation Notes

- All wines will be selected by Master Sommelier Evan Goldstein based on registrations and the following criteria:

	REGION	NOTES
RECEPTION	Bairrada Preferred	Espumante
1ST COURSE		
WHITE	Vinho Verde	Alvarinho or Blend
WHITE	Lisbon	Arinto/blend
WHITE	Alentejo	Antao Vaz/blend
WHITE	Douro	Blend
2ND COURSE		
RED	Dao	Touriga/blend
RED	Palmela/Setubal/Lisbon	Castelao
RED	Tejo	Blend
RED	Bairrada	Baga
3RD COURSE		
RED	Alentejo	Blend
RED	Alentejo	Alicante/blend
RED	Douro	Blend
RED	Douro	Blend
DESSERT		Fortified

- **Must have scores of over 90 points** in one of the following: Wine Spectator, Wine and Spirits, Wine Enthusiast, Vinous, Robert Parker; or equal (16.5 and above) in Purple Pages and Decanter; or a Gold/ Grand Gold medal in the Wines of Portugal Challenge.
- **All wines must have US importation** and must be delivered to FCWS or directly to the venue. No wines will be consolidated in Portugal. Specific delivery details will be confirmed at a later date.
- 5 bottles of each SKU are required per city for a total of 15 bottles.

Agency Recommendation

If you are participating in the Perfect Portuguese Pairings luncheons, FCWS recommends also registering for **F&W Classic in Aspen on June 16-18 in Aspen, CO**. More details about this program and the full 2017 calendar can be found below.



**WINES OF PORTUGAL
2017 CALENDAR**

The program described in this circular is highlighted in blue.



Spring Programs

Date	Day	Event	Target	Producers
San Francisco				
22-May	Mon	Find Importer Day	24 Importers/Distributors	Up to 24
23-May	Tue	Perspectives on Portugal	100 VIP Trade & Media	Up to 36
23-May	Tue	Portugal Rocks Wmaker Dinner	30 Consumers	Up to 6
Los Angeles				
24-May	Wed	Perspectives on Portugal	100 VIP Trade & Media	Up to 36
24-May	Wed	Portugal Rocks Wmaker Dinner	30 Consumers	Up to 6
New Orleans				
25-May to 28-May	Thu	New Orleans Wine & Food Exp	4,000 Trade, Media & Cons	TBD

Summer Programs

Miami				
6-Jun	Tue	Perfect Portuguese Pairings Miami	40 VIP Trade & Media	Up to 14
Seattle				
8-Jun	Thu	Perfect Portuguese Pairings Seattle	40 VIP Trade & Media	Up to 14
San Diego				
13-Jun	Tue	Perfect Portuguese Pairings SDiego	40 VIP Trade & Media	Up to 14
Aspen				
16-Jun to 18-Jun	Fri	Aspen Food & Wine Classic	5,000 Trade, Media & Cons	Up to 12
Portugal				
25-Jun to 1-Jul	Sun	Trip #1: US Retailers in Portugal	6 Retailers	Many
2-Jul to 8-Jul	Sun	Trip #2: US Retailers in Portugal	6 Retailers	Many
TexSom				
12-Aug to 14-Aug	Sun	TexSom Luncheon on Portugal	40 VIP Trade & Media	Up to 1

Fall Programs

Portugal				
24-Sep to 30-Sep	Sun	Trip #3: US Restaurateurs	6 Restaurateurs/Somms	Many
Chicago				
9-Oct	Mon	Find Importer Day	24 Importers & Distributors	Up to 24
10-Oct	Tue	Perspectives on Portugal	100 VIP Trade & Media	Up to 36
New York City				
11-Oct	Wed	Texas Influencer Program	15 TX Retail/Wine Buyers	Up to 15
12-Oct	Thu	Perspectives on Portugal	100 VIP Trade & Media	Up to 36
12-Oct	Thu	Portugal Rocks Wmaker Dinner	30 Consumers	Up to 6
Multi-Cities				
1-Sep to Dec	Fri	#Portugal On Tour Retail Program	20 Units - 1,000 Consumers	TBD

Please direct any additional questions to:

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