



## Wines of Portugal: Perspectives on Portugal (POP!) Showcases San Francisco & Los Angeles 2017

### Producer Fact Sheet

ViniPortugal is excited to launch Perspectives on Portugal Showcase events in San Francisco, Los Angeles, Chicago, and New York City. Each event will feature two Master Classes and walkabout tastings for 100 top distributors, retailers, sommeliers and media. Evan Goldstein MS and US Ambassador Eugenio Jardim will host the two Master Classes that will feature up to 18 SKUs each. The Walkabout tastings will feature all producers and their 5 finest SKUs.

Following the POP! Showcase events in San Francisco, Los Angeles and New York, winemaker dinners will be hosted for wine loving consumers. U.S. Ambassador Eugenio Jardim will present 6 wines to consumers at a local, trendy restaurant in each city.

**Perspectives on Portugal (POP!) Showcase** in San Francisco and Los Angeles will feature two Master Classes and walkabout tastings for 100 top distributors, retailers, sommeliers and media in each city. Evan Goldstein MS and US Ambassador Eugenio Jardim will host two Master Classes that will feature up to 18 SKUs each. The Walkabout tastings will feature all producers and their 4 finest SKUs.

**Portugal Rocks Winemaker Dinner** in San Francisco and Los Angeles will feature 6 wines in each city to wine loving consumers. U.S. Ambassador Eugenio Jardim will present 6 wines to 30 consumers at a local, trendy restaurant. Producers will need to sign up separately and pay additionally for the Portugal Rocks Winemaker Dinners in each city. 6 producers maximum in each city.

### San Francisco Event Details

Date: Tuesday, May 23

Location: Venues to be decided end of February

Time: 11:00AM to 5:00PM; 7:00PM to 9:00PM

### Los Angeles Event Details

Date: Wednesday, May 24

Location: Venues to be decided end of February

Time: 11:00AM to 5:00PM; 7:00PM to 9:00PM

### Schedule of Events on Tuesday, May 23<sup>rd</sup> and Wednesday, May 24<sup>th</sup>

#	Segment Title	Time	People
1	A to Z: Portugal's Eno-Alphabet Master Class	11:00 AM- 12:30 PM	100
2	Walkabout with Heavy Appetizers	12:30 - 1:30 PM	100
3	Portugal's Rock Stars: A Crème de La Crème Master Class	1:30 - 3:00 PM	100
4	Walkabout with Light Appetizers	3:00 - 5:00 PM	100-150
5	Portugal Rocks Winemaker Dinner *	7:00 - 9:00 PM	30 consumers

\*Only 6 producers per dinner - Additional sign up required.

### Perspectives on Portugal (POP!) Seminar Descriptions:

- A to Z: Portugal's Eno-Alphabet Master Class - 18 selected alphabetic wines from Arinto and Alfocheiro to Vital and Vinhão.
- Portugal's Rock Stars: A Crème de La Crème Master Class - 18 selected white and red wines showcasing the very best of Portugal.



**Key Points about the Perspective on Portugal (POP!) Showcases:**

- FEES: Price for participating is €890 + VAT **per city** for seminar placement and smaller 36 in. round walkabout table
- SKUs: 1 SKU seminar selected by Evan Goldstein MS and 4 SKUs **maximum** walkabout tasting with smaller 36 in. round table – **total of 5 SKUs showcased**
- DEADLINE: Sign up directly with ViniPortugal until February 20<sup>th</sup>.
- CONSOLIDATION: TBD deadline and address for all wine to be delivered to and consolidated in Lisbon.
- WINE QUANTITY: 8 bottles of seminar wine and 2 bottles of walkabout wine per SKU (no more than 4 walkabout wines); **Producer should send a total of no more than 16 bottles for entire program**

**Key Points about the Portugal Rocks Winemaker Dinners:**

- SKUs: 1 SKU per producer - 6 producers maximum per city
- DEADLINE: Sign up directly with ViniPortugal until February 20<sup>th</sup>.
- WINE QUANTITY: 4 bottles per city



## WINES OF PORTUGAL 2017 CALENDAR

The programs described in this circular are highlighted in blue. Agency recommends participating in the Portugal Rocks Winemaker Dinners in San Francisco and Los Angeles, as well as the New Orleans Wine & Food Experience to complete a full week of Wines of Portugal events. Please direct any additional questions to Carol Galletta, Full Circle Wine Solutions, Inc, 415-683-0696, carol@fullcirclewinesolutions.com

The New Orleans Wine & Food Experience takes place May 25<sup>th</sup>- 28<sup>th</sup> and is one of the premiere events in the Big Easy, showcasing what the city does best. In its 25th Anniversary year, the New Orleans festival has become one of most incredible culinary events in the nation, attracting over 7,000 gourmands, connoisseurs and art and music lovers across all events. Wines of Portugal will be featured in the Royal Street Stroll, Grand Tasting and dedicated seminar.

### Spring Programs

Date	Day	Event	Target	Producers
<b>San Francisco</b>				
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
<b>Los Angeles</b>				
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
<b>New Orleans</b>				
25-May to 28-May	Thu	New Orleans Wine & Food Exp	4,000 Trade, Media & Cons	TBD

### Summer Programs

<b>Miami</b>				
6-Jun	Tue	Perfect Portuguese Pairings Miami	40 VIP Trade & Media	Up to 14
<b>Seattle</b>				
8-Jun	Thu	Perfect Portuguese Pairings Seattle	40 VIP Trade & Media	Up to 14
<b>San Diego</b>				
13-Jun	Tue	Perfect Portuguese Pairings SDiego	40 VIP Trade & Media	Up to 14
<b>Aspen</b>				
16-Jun to 18-Jun	Fri	Aspen Food & Wine Classic	5,000 Trade, Media & Cons	Up to 12
<b>Portugal</b>				
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
<b>TexSom</b>				
12-Aug to 14-Aug	Sun	TexSom Luncheon on Portugal	40 VIP Trade & Media	Up to 1

### Fall Programs

<b>Portugal</b>				
24-Sep to 30-Sep	Sun	Trip #3: US Restaurateurs	6 Restaurateurs/Somms	Many
<b>Chicago</b>				
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
<b>New York City</b>				
11-Oct	Wed	Texas Influencer Program	15 TX Retailers/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
<b>Multi-Cities</b>				
1-Sep to Dec	Fri	#Portugal On Tour Retail Program	20 Units - 1,000 Consumers	TBD