

Wines of Portugal: TEXSOM: The Texas Sommelier Conference 2017

Producer Fact Sheet

TEXSOM is the most prominent and influential professional beverage education and training conference in the United States and has been recognized as one of the most important wine events in the world. Founded in 2005, TEXSOM was started by Master Sommeliers James Tidwell and Drew Hendricks to help promote professional wine service standards, outline paths for further wine education and certification, and raise public awareness about the professional standards and certifications for sommeliers. Today the conference draws a total of 1,100 attendees, of which 900 are sommeliers and other beverage industry professionals. In addition, TEXSOM is honored to offer the four most esteemed beverage education and certification bodies as presenting sponsors; Guild of Sommeliers, Court of Master Sommeliers, Wine and Spirit Education Trust and Society of Wine Educators. Master Sommelier educators have chosen to feature Portuguese wines in their TEXSOM seminars in the past, and this year Wines of Portugal is looking to expand this presence even more.

This year at TEXSOM, Wines of Portugal will be sponsoring a Lunch for 40 VIP conference attendees, featuring a total of 10-12 wines. Wines of Portugal US Brand Ambassador Eugenio Jardim will host the luncheon and discuss the wines while educating the audience on Portuguese wines as a whole. Information about the luncheon and the wines featured will also be included in a program mailer dispersed to the entire audience of 1,100 conference attendees. This is a perfect opportunity to exclusively showcase your wines to a select target audience.



Event Details:

Date: August 12-14, 2017

Location: The Four Seasons Resort & Club, 4150 N MacArthur Blvd, Irving, TX 75038

Specific Notes for August 13-15 Participation in TEXSOM

- FEES: 290€+VAT per wine
- DEADLINE: Sign up directly with ViniPortugal by March 8th, 2017.
- HOW TO ENROLL: Producers should pay and send form directly to ViniPortugal.
- Master Sommelier Evan Goldstein will make the final selection of wines from those registered. ViniPortugal will confirm the final selection once registration closes.
- Producers are not required to attend; Wines of Portugal US Brand Ambassador Eugenio Jardim will host the lunch and discuss the wines (TBD Lunch Date & Time).

Wine Quantity/Consolidation Notes

- Distribution in the US is necessary- **strongly encouraged** to have distribution in Texas.
- Further information about wine consolidation and delivery will be provided upon confirmation of your selected wine. **All wines must be in Texas by July 29, 2017.**
- 5 bottles of your selected wine will be required for participation in the event.

Please direct any additional questions to: Carol Galletta, Full Circle Wine Solutions, Inc. (415) 683-0696 or Carol@fullcirclewinesolutions.com.

WINES OF PORTUGAL 2017 CALENDAR

The program described in this circular are 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 12

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 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
Multi-Cities				
1-Sep to Dec	Fri	#Portugal On Tour Retail Program	20 Units - 1,000 Consumers	TBD