



We are excited to invite you to participate in the media outreach initiatives as part of our 2017 Wines of Portugal media relations program. Our 2016 program generated a total of 1,584 published articles, and 135 articles directly related to Wines of Portugal 2016 events.

Looking to get involved with Wines of Portugal and receive press coverage for your brands? We plan to execute a series of targeted sample media mailings and 'roundtables' with journalists at key national publications, including newspapers, magazines and digital outlets. As a reminder, **wine samples will never be used for scores or judging.**

**Mailings:** This program entails a quarterly mailing of Portuguese wines to approximately 30 journalists per mailing. Upcoming mailer themes include high altitude and volcanic soil wines, collector wines and sparkling wines for the holidays.

**Roundtables:** We will host media roundtables in New York, San Francisco and other major markets, inviting journalists to taste a range of Portuguese wines, led by members of the Wines of Portugal media team. Upcoming themes include exploring current wine trends and celebrating Portugal Day.

**If you would like to participate, please review and submit the attached submission form with details on wines, U.S. standard retail prices and shipping information. Besides the wine donation, there is no additional cost to participate.**

Thank you for your consideration, and please let us know if you have any questions. We look forward to your participation in this exciting program!

## Clarifications

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

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## Wines of Portugal Media Mailers and Roundtables

### *Wine Submission Form*



### **Wine Request:**

Please ONLY submit wines that fall into the following categories:

- White and rosé wines with an SRP above \$15;
- Sparkling wines;
- Wines with incredible quality/value ratio with an SRP under \$25;
- Wines with an SRP between \$15-25 made from volcanic soils;
- Wines with an SRP between \$15-25 made from grapes grown at high altitudes;
- Non/ less-oaked red wines with an SRP between \$15-25;
- High-end wines with an SRP of \$30 or above

### **Wine Submission Instructions:**

Please complete the below information in full for each wine submitted and send to Nicole Farin (nicolef@r-west.com), Filipa Anunciação (filipa.anunciacao@viniportugal.pt) and Andrea Guimarães (andrea.guimaraes@viniportugal.pt), along with the current vintage technical sheet for each wine. Please send three (3) bottles of each wine you choose to submit. Wines received by **April 1, 2017** will receive top priority.

### **Wine Shipment Information:**

Arco Industries/NYWW

Attention: ACCT. 516 – MEDIA SAMPLES

805 43<sup>rd</sup> Ave.

Long Island City, NY 11101

718-784-8776

|                                           |  |
|-------------------------------------------|--|
| Winery Name                               |  |
| Importer                                  |  |
| State(s) of Distribution & Distributor(s) |  |

**Wine Information**

|                               |    |
|-------------------------------|----|
| Wine Name                     |    |
| Suggested Retail Price        | \$ |
| PLEASE ATTACH TECHNICAL SHEET |    |

|                               |    |
|-------------------------------|----|
| Wine Name                     |    |
| Suggested Retail Price        | \$ |
| PLEASE ATTACH TECHNICAL SHEET |    |

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|-------------------------------|----|
| Wine Name                     |    |
| Suggested Retail Price        | \$ |
| PLEASE ATTACH TECHNICAL SHEET |    |

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|-------------------------------|----|
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| Suggested Retail Price        | \$ |
| PLEASE ATTACH TECHNICAL SHEET |    |