



Buyers Trip – Germany 2017

REGISTRATION DEADLINE: March, 17th 2017

General Information

In compliance with the 2017 promotion plan and with the objective of widen the Portuguese wines distribution in the German market and simultaneously enlarge the knowledge about Portuguese wines in this market, ViniPortugal will organize a trip to Portugal for 5 buyers of the off-trade, with the prediction of the following structure (consult the table below). These guests will make part of this trip to Portugal according to their availability: from the 2nd to the 6th of July, 2017.

All EAs could register in this initiative, where they should choose the type of participation as EA HOST or EA GUEST accordingly with their goals.

Profile of the 5 proposed guests (this list can suffer some changes both in number of buyers and in each buyers):

Number	Type of Guest	Companies TBC
1	Importer	Stephan Pellegrini Tophi
1	Wholesalers	GES, K & U, Wein- & Glas Compagnie, Gebrüder Volkhardt
1	Retailers from supermarket chains and specialized wine stores	Rewe, Edeka
1	Online Buyer	Genuss 7 VIF
1	Winner WPT Open – Expert of the Year	Sommelier- Helga Schroeder-Mövenpick-Wincellar in Stuttgart

Details of the Trip to Portugal:

The trip will go according to the usual program of buyers' trips, it will have a duration of 3 days and it will be organized in the following way:

Total: 6 visits to 6 projects

day 1: morning visit to Host EA 1; afternoon visit to Host EA 2

day 2: morning visit to Host EA 3; afternoon visit to Host EA 4

day 3: morning visit to Host EA 5; afternoon visit to Host EA 6

Types of Registration

Due to the limited number of visits (six) that the buyers will be able to do, we have 2 types of registration, with different costs and notoriety levels, in a way to try to include the bigger number of projects possible and taking into account the existence of possible interested producers with different sizes.

Therefore, we have:

TYPE A: HOST ECONOMICAL AGENT: HOST EA

TYPE B: GUEST ECONOMICAL AGENT: GUEST EA

Structure of each Visit

Each one of the 6 visits will take place in the property of the Host EA, and it will last 4 hours divided by 3 different stages:

- 1) **Visit to the Host EA property**, with the presentation of that individual project – maximum duration of 1 hour;
- 2) **Generic Tasting with the maximum participation of 6 different companies** (Host EA + 5 Guest EAs), in which each company will have its table (where it can present a maximum of 5 SKUs) and will be able to contact directly each one of the 5 guests – maximum duration of 2 hours;
- 3) **Lunch to be served by the Host EA to Guests, ViniPortugal and AE Guests**. Lunch must be a light meal with salads. – Maximum duration of 1 hour.

CONDITIONS FOR THE TYPE A REGISTRATION: HOST EA

Participation Cost: 550€ + VAT

- 1- **Logistic Conditions:** according to the previously written, the Host EA must:
 - a. Offer a space to the realization of the generic tasting with 6 different tables; the Host is the one responsible for the organization of all of them (including table, cloth, glasses, frappes, 1 spittoon, ice and water bottles);
 - b. Be able to provide a meal for about 10 to 12 people that will happen right after the Generic Tasting.
- 2- **Excellence Areas:** the interested Host EA must apply with its own project and reception location. The project must stand out as an excellence project in at least one of the areas mentioned below:
 - a. MANOR: Manor of high architectonic interest in a propriety dedicated to the wine production for many generations;
 - b. HISTORICAL: Historical place of national interest connected to History or to wine production;
 - c. LANDSCAPE: with a landscape of singular beauty and characteristic of the region where it stands;
 - d. ARTISTIC: a place with wine making tradition with an estate of artistic relevance;

- e. EDUCACIONAL: a place with wine production tradition, with exceptional quality of reception and singular patrimony in viticulture (old vines, etc.)
- f. WINE TOURISM: a wine tourism place of national reference

CONDITIONS FOR THE TYPE B REGISTRATION: GUEST EA

- 1- **Participation Cost:** 250€* + VAT
- 2- **Logistic Conditions:** the Guest EA must be at the Tasting location at least 30 minutes before it starts, with the 5 wines he wants to present to the buyers (each Guest EA will be responsible for his wine transportation).

*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, in the proportion of the number of Port, Madeira or Azores wines signed up for the event. This means that, for each Port, Madeira or Azores wines, there's an extra cost of:

- **For Host EA 27,5€ + VAT to the registration cost;**
- **For Guest EA 25€ + VAT to the registration cost**

SPECIAL CONDITIONS FOR THE CVRs WITH A COOPERATION PROTOCOL WITH VINIPORTUGAL:

CVRs that signed the protocol of cooperation with ViniPortugal can host their own regional EAs on one of the visits. To that effect, they must comply the totality of the objective of the visit, and they need to gather the needed registrations of Host EAs (type A registration) or declare itself as Host and also need to gather all of the EAs Guests as described on type B registration. The registration in the event must be done by each producer individually just like they would do in past events.

In case the EA Guest's objective number isn't accomplished, ViniPortugal will fill the remaining spots with producers from other regions.

PARTICIPATION CONDITIONS EQUAL TO BOTH TYPES OF REGISTRATION:

- Subject to the "[General Conditions of Participation in ViniPortugal Events](#)", not sparing document reading;
- This event requires the physical presence of the EA in the location of the event;
- Each Host EA doesn't have a wine limit for the wine presentation in its exclusive hour.
- Each EA (whether is Host or Guest) can present a maximum of 5 SKUs during the generic tasting.
- All the registered producers must present their project through a brief text (maximum 150 words) in English in their correspondent online registration form;
- All the registered producers must upload their English technical sheets of the 5 wines they will present in the online platform.
- This event is financed by the Domestic Market program.

Wine Admissibility Criteria

- Registered wines must respect the general conditions of participation in ViniPortugal events, namely the wines must be DO, IG, Grape and Vintage Year and from indigenous grape varieties;
- All the registered wines must have reasonable quantities for commercialization.
- All wine styles are allowed in registration, from dry to fortified wines, however, the registered portfolio must always present dry wines.

Space Allocation Criteria:

The online registration is not a guarantee of space/table allocation. In case of overbooking, and if the requirements are fulfilled, priority will be given to: EA by the following order subject to the restrictions inherent to the delegation route:

1. Number of participation in ViniPortugal events in the market in 2016;
2. Number of participation in ViniPortugal events in the world in 2016.
3. With the biggest number of participations in previous editions of buyers trips.

Payment, Financial Conditions and Penalties

- **1st Payment: 50%** upon registration until **March, 17th 2017** (payment after the deadline will feature a penalty of 25%);
- **2nd Payment:** the remaining **50%** until **April, 17th 2017** (payment after the deadline will feature a penalty of 25%);
- Payments must be done by bank transfer to **NIB 0033.0000.00017405837.22** or by Check payable to ViniPortugal.

All EA are consider enroll with the event right after the registration at ViniPortugal platform. However, the **registration will only be finalized after 1st payment**. In case of shared tables, the registration will only be considered valid after the full payment of the 1st payment by both parts, regardless of how many EA share the table.

Registrations after April, 17th 2017 will not be accepted, even with penalty.

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.

Participation Steps:

- **Step 1:** Registration on the online platform; including technical sheets and wines to present in the event.
- **Step 2:** Send of payment proof until **March, 17th** to: saf@viniportugal.pt. In case of payment by Check, send to ViniPortugal, to “Serviços Administrativos e Financeiros”.
- **Step 3:** ViniPortugal will confirm the registration.
- **Step 4:** Sending of the 2nd payment proof until **April, 17th 2017** to: saf@viniportugal.pt. In case of payment by Check, send to ViniPortugal, to “Serviços Administrativos e Financeiros”;

Clarifications:

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Invoice: Luís Franco | 213 569 890 | luis.franco@viniportugal.pt