



Wines of Portugal: Find Importer Day - San Francisco and Chicago 2017

Producer Fact Sheet

ViniPortugal is excited to launch Find Importer Day in San Francisco and Chicago. Each event is open to producers looking for importation in the US. Participating producers will submit their wines for scoring and high-scoring producers are able to present their wines in an intimate, “speed tasting” format to importers and distributors. This fast paced program that will aid to build connections for potential opportunities of importation, distribution and sales of their Portuguese wines in the USA.

Find Importer Day will involve two components. Wine & Spirits Magazine will develop a special tasting program to taste up to 300 wines not currently imported and not tasted before into the U.S. Market. During this selection process, participating producers’ wines will get rated. This program will use the following rating system:

*** Exceptional; among the strongest candidates for the US market

** Highly Recommended; a great wine for the US market

* Recommended; a good wine for the US market

NR Not Recommended

Any winery that receives a “Recommended” rating or higher for one of their wines will be eligible to participate in the Find Importer Programs on May 22-23, in San Francisco, CA and/ or October 9-10 in Chicago, IL. Up to 24 producers will showcase their wines to up to 24 importers and distributors in each city.

Note: The ratings awarded to the wines in this program are intended for use solely within this program, in materials distributed at the event and in negotiations with importers and distributors. The ratings will not be used by wineries or by Wine & Spirits for publication or distribution outside of the event; the ratings may not be used in promotional emails, promotional materials or other communications.

San Francisco Event Details

Date: Monday, May 22 – Tuesday, May 23

Location: TBD

Time: 2:00PM – 9:00PM; 9:00AM – 11:00AM

Chicago Event Details

Date: Monday, October 9– Tuesday, October 10th

Location: W Chicago City Center

Time: 2:00PM – 9:00PM; 9:00AM – 11:00AM

Schedule of Events

Monday

#	Segment Title	Time
1	Intro; Investment by Portugal	2:00 – 2:30 PM
2	Speed Tasting Session I (6 producers, 10 mins each)	2:30 – 3:30 PM
3	Speed Tasting Session II (6 producers, 10 mins each)	3:45 – 4:45 PM
4	Speed Tasting Session III (6 producers, 10 mins each)	5:00 – 6:00 PM
5	Dinner	7:00 – 9:00 PM

Tuesday

#	Segment Title	Time
1	Speed Tasting Session IIII (6 producers, 10 mins each)	9:00 – 10:00 AM
2	One-on-one meetings	10:00 – 11:00 AM

Key Points about the Find Importer Day Tasting:

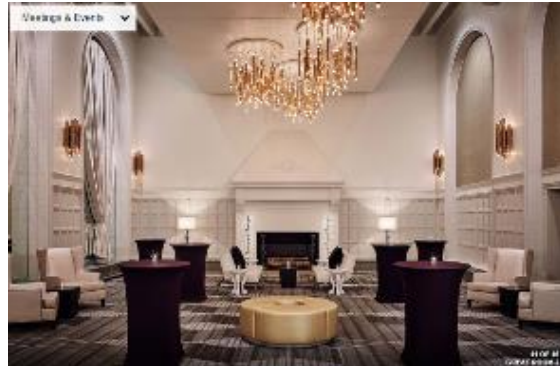
- FEES: Price for participating in Wine & Spirits scoring tasting is €150 + VAT/ Registration Fee (All Producers); €750 + VAT/ Participation Fee in Find Importer Day program per City (Selected Producers ONLY)
- DEADLINE: Sign up directly with ViniPortugal until February 12th, 2017

Wine Quantity / Consolidation Notes

- TBD deadline for all wine to be delivered to and consolidated in Lisbon
- TBD address for consolidation

About the San Francisco Venue: TBD

About Chicago Venue: W Chicago City Center



W Chicago - City Center hotel is nestled in downtown Chicago's vibrant cultural attractions and is steps from the Willis Tower, the Chicago Art Institute, music at Millennium Park, Block 37, Downtown Chicago and the Chicago Theatre District. Experience this historic Chicago hotel with the original architecture, vaulted ceilings, a dramatic staircase and original floors.



WINES OF PORTUGAL 2017 CALENDAR

The programs 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 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 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

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