



Wines of Portugal: New Orleans Wine and Food Experience (NOWFE) 2017

Producer Fact Sheet

The New Orleans Wine and Food Experience takes place May 25th- 28th 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's first year of participation will aid to promote Portuguese wines in a large-scale consumer event that will deliver a truly unique experience for attendees.

As a sponsor of The New Orleans Wine and Food Experience, Wines of Portugal will have access to these upscale consumers and over 250 trade representatives. Wines of Portugal will be featured in the Royal Street Stroll, Grand Tasting and a dedicated seminar.

Participating wineries will receive the following:

- Prime Positioning in the **Royal Street Stroll** at a **dedicated Wines of Portugal tent** on Friday evening, May 26th 5:30-8:30 PM. Wines of Portugal will have the opportunity to reach over 3,000 attendees during this event.
 - Culinary fanatics gather to satisfy their taste buds and enjoy this beautiful open-air event while strolling in and out of antique galleries and boutiques.
 - New Orleans eclectic restaurants serve street-style fares alongside over 100 wineries from around the world while stilt walkers and live entertainment fills the blocks of this famous street.

- Prime Positioning in the **Grand Tasting** at a **dedicated Wines of Portugal space** on Saturday, May 27th 6:00-9:00 PM. Wines of Portugal will have the opportunity to reach over 2,000 attendees during this event.
 - Hosted at Mardi Gras World, on the Mississippi River front, this highly anticipated event features over 75 of New Orleans finest chefs and wineries with over 1,000 wines poured.

- One wine from each producer will be featured in an **exclusive seminar** hosted by Evan Goldstein, MS on Saturday prior to the Grand Tasting (specific details provided at a later date).
 - **75 trade, media and consumers** are expected to be in attendance.
 - Master Sommelier Evan Goldstein will make the final selection of wines from those registered. ViniPortugal will confirm the final selection once registration closes.

Event Details:

Date: Friday, May 26 through Saturday, May 27 2017

Location: Grand Tasting: Mardi Gras World , 1380 Port of New Orleans Pl, New Orleans, LA 70130; Royal Street Stroll and Dedicated Seminar TBD

Time: Friday May 26th 5:30-8:30 PM | Saturday May 27th 6:00-9:00 PM

Schedule of Events:

Date	Day	Event	Target	Time	People
May 26 th	Fri	Royal Street Stroll	Trade, Media & Consumers	5:30 – 8:30 PM	3,000
May 27 th	Sat	Master Class hosted by Evan Goldstein MS	Trade, Media & Consumers	2:30 – 3:30 PM	75
		Grand Tasting	Trade, Media & Consumers	6:00 - 9:00 PM	2,000

Key Points about the NOWFE:

- FEES Half a table: 650€+VAT
- DEADLINE: Sign up directly with ViniPortugal by **March 8th, 2017**.
- HOW TO ENROLL: Producers should pay and send form directly to ViniPortugal.
- Producers are highly encouraged, but not required to attend. FCWS trained staff and sommeliers are available to pour if necessary.
- Working passes available are for attending producers. Contact Carol Galletta directly for more details.
- If you or a representative will be attending to pour, please plan on attending all sessions for the full timing noted above.
- Note: Producers are limited to a maximum of 4 wines for half a table or 8 wines for a full table.

Wine Quantity/Consolidation Notes

- **Distribution in the US is highly recommended, but not required.**
- No collective wine transportation will be made from ViniPortugal. **All wines should be delivered to your Louisiana distributor. If shipping through other US importer, contact Carol Galletta directly before shipping.**
- **No wine can be shipped to FCWS or directly to the festival.**
- If you **do not have an importer in US, please let FCWS know ASAP** so we can assist. Please be advised that the temporary distributing process can take up to eight weeks and will be an additional cost to you.
- Further information will be provided about seminar wine selection, deadlines and delivery window upon registering.
- The following quantities (750ml bottles) of each SKU are recommended for participation in the entire event:
 - 8 bottles of each white/rosé/sparkling SKU
 - 6 bottles of each red/fortified SKU
 - 6 bottles of seminar wine

Photos from Past Year's Grand Tastings:





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 to complete a full week of Wines of Portugal events.

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

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