



Wines of Portugal: Perspectives on Portugal (POP!) Showcases Chicago & New York 2017

Producer Fact Sheet

ViniPortugal is excited to launch Perspectives on Portugal Showcase events in San Francisco, Los Angeles, Chicago, and New York City. Each event will feature two Master Classes and walkabout tastings for 100 top distributors, retailers, sommeliers and media. Evan Goldstein MS and US Ambassador Eugenio Jardim will host the two Master Classes that will feature up to 18 SKUs each. The Walkabout tastings will feature all producers and their 4 finest SKUs.

Following the POP! Showcase events in San Francisco, Los Angeles and New York, winemaker dinners will be hosted for wine loving consumers. U.S. Ambassador Eugenio Jardim will present 6 wines to consumers at a local, trendy restaurant in each city.

Perspectives on Portugal Showcase in Chicago and New York City will feature two Master Classes and walkabout tastings for 100 top distributors, retailers, sommeliers and media in each city. Evan Goldstein MS and US Ambassador Eugenio Jardim will host the Master Classes that will feature up to 18 SKUs each. The Walkabout tastings will feature all producers and their 4 finest SKUs.

Portugal Rocks Winemaker Dinner in New York will feature 6 wines in each city to wine loving consumers. U.S. Ambassador Eugenio Jardim will present 6 wines to 30 consumers at a local, trendy restaurant. Producers will need to sign up separately and pay additionally for the Portugal Rocks Winemaker Dinners in each city. 6 producers maximum in each city.

Chicago Event Details:

Date: Tuesday, October 10
Location: W Chicago City Center
Time: 11:00AM to 6:00PM

New York Event Details:

Date: Thursday, October 12
Locations: Venues to be provided by end of March
Time: 11:00AM to 5:00PM; 7:00PM to 9:00PM

Schedule of Events on Tuesday, October 10th

#	Segment Title	Time	People
1	A to Z: Portugal's Eno-Alphabet Master Class	11:00 AM- 12:30 PM	100
2	Walkabout with Heavy Appetizers	12:30 - 1:30 PM	100
3	Portugal's Rock Stars: A Crème de La Crème Master Class	1:30 - 3:00 PM	100
4	Walkabout including with Light Appetizers	3:00 - 6:00 PM	100-150

Schedule of Events on Thursday, October 12th

#	Segment Title	Time	People
1	A to Z: Portugal's Eno-Alphabet Master Class	11:00 AM- 12:30 PM	100
2	Walkabout with Heavy Appetizers	12:30 - 1:30 PM	100
3	Portugal's Rock Stars: A Crème de La Crème Master Class	1:30 - 3:00 PM	100
4	Walkabout with Light Appetizers	3:00 - 5:00 PM	100-150
5	Portugal Rocks Winemaker Dinner*	7:00 - 9:00PM	30 consumers

* Only 6 producers per dinner - Additional sign up required.

Perspectives on Portugal (POP!) Seminar Descriptions:

- A to Z: Portugal's Eno-Alphabet Master Class - 18 selected alphabetic wines from Arinto and Alfocheiro to Vital and Vinhão.
- Portugal's Rock Stars: A Crème de La Crème Master Class - 18 selected white and red wines showcasing the very best of Portugal.

Key Points about the Perspective on Portugal Showcases:

- FEES: Price for participating is €890 + VAT **per city** for seminar placement and smaller 36 in. round table
- SKUs: 1 SKU seminar selected by Evan Goldstein MS and 4 SKUs **maximum** walkabout tasting with smaller 36 in. round table – **total of 5 SKUs showcased**
- DEADLINE: Sign up directly with ViniPortugal until February 20th.
- CONSOLIDATION: TBD deadline and address for all wine to be delivered to and consolidated in Lisbon.
- WINE QUANTITY: 8 bottles of seminar wine and 2 bottles of walkabout wine per SKU (no more than 4 walkabout wines); **Producer should send a total of no more than 16 bottles for entire program**

Key Points about the Portugal Rocks Winemaker Dinners:

- SKUs: 1 SKU per producer - 6 producers maximum per city
- DEADLINE: Sign up directly with ViniPortugal until February 20th.
- WINE QUANTITY: 4 bottles per city

About the 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.

About the New York Venues: TBD



WINES OF PORTUGAL 2017 CALENDAR

The programs described in this circular are highlighted in blue. Agency recommends participating in the Texas Influencer Program and Portugal Rocks Winemaker Dinner in New York to complete 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 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