



50 GREAT PORTUGUESE WINES

Noruega

REGISTRATION DEADLINE: April, 21st 2017

General Information

In compliance with the 2017 promotion plan, Viniportugal will organize the 1st edition of "50 Great Portuguese Wines" for the Norwegian market. This selection will be carried by the reputable Master of Wine Julia Harding.



Julia Harding MW

Julia is Jancis's full-time assistant and crucial to maintaining the high editorial standards of this site. See here for full details of her glorious career. As a relatively recent top pass in the punishing Master of Wine exams (she took them in 2003 and passed first time with flying colours, and gained a distinction for her dissertation in 2004), she is particularly up to speed on oenological and viticultural matters and is also prepared to tackle the complexities of wine legislation head on. In 2009 she won a Special Award in the Louis Roederer International Wine Writers' Awards, she was Portuguese Wine Writer of the Year in 2012 and is co-author, with José Vouillamoz and Jancis, of the multi award-winning Wine Grapes - a complete guide to 1,368 grape varieties including their origins and flavours. She is much in demand as a mentor for Master of Wine students.

The selection of the "50 Great Portuguese Wines" will be held in Lisbon during the month of May, and the ceremony and various events will be held in Oslo on October 30, 2017 for monopoly, importers, opinion leaders, sommeliers, F & B managers and consumer in general.

We are counting with your presence!

This program aims to enhance the category of Portugal, to excite the private shopping channel in the bet of the category Portugal and to sensitize the monopoly of Norway to widen the portfolio of Portuguese wines. It is a bet on a respected personality in the market, so there will be a strong investment in the projection of this selection.

Criteria for Admissibility of Wine in Proof

- The registered wines must comply with the admissibility criteria defined in the "General Conditions of Participation in Viniportugal Events", namely being DOP, IGP or Caste and Year wines;
- The registered wines will need to have a production of more than **5000 bottles / year (after the selection ViniPortugal will confirm this information with the certifying entity, reason why the noncompliance of this requirement implies the automatic disqualification of the wine from the list of "50 Great Portuguese Wines")**;
- Registration open to Still Wine, Sparkling Wine, Moscatel, Porto and Madeira;
- Wine is favoured in distribution in the market, not being, however, a mandatory condition.

Conditions of Participation

- In this event, the Economic Agent undertakes to **make available 40 bottles (still wines) and 24 bottles (fortified wines) for each reference** that will be selected to be included in the "50 Great Portuguese Wine" lot. These bottles will be used in the abovementioned initiatives. References from different years will not be accepted. The non-availability of this quantity implies the immediate disqualification of the list of "50 Great Portuguese Wines";
- It is recommended that the economic agent be represented in the event of presentation of the "50 Great Portuguese Wines";
- Only the wines registered in this action can be selected for the list of "50 Great Portuguese Wines."
- Subject to the "General Conditions of Participation in Viniportugal Events", not waiving the reading of the document.
- The registration form must be accompanied by the technical sheets in English of the registered wines.

Cost of Participation

- 75 € + VAT for each registered reference (VAT at the legal rate in force).

* For Economic Agents presenting **Port Wines, Madeira Wines or Azores Wines** (wine not subject to the promotion rate referred to in Decree-Law no. 94/2012 of April 20, regulated by Administrative Rule No. 426/2012 of December 28) **Adds 33% to the registration cost**, in proportion to the number of Porto, Madeira and Azores wines registered for the event. Thus, for each Port, Madeira or Azorean wine inscribed plus **€ 24.75** to the cost of registration.

Payment, Financial Conditions and Penalties

- Payment with wine registration until April 21, 2017 (late payment: 25% penalty fee)
- Payments can be made by bank transfer to the IBAN: PT500033.0000.00017405837.22 or by check payable to ViniPortugal.

The AE considers itself enrolled in the event from the time of registering on the ViniPortugal platform. However, the registration is effective only for proof purposes, after payment of the first part.

Registration is not accepted after April 30, 2017, even with a penalty.

Cancellation of registration

The cancellation of registration of an EA, on its own initiative, shall be permitted during the period of registration. This cancellation will only entitle the refund of 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 cancellation of the reservation will be 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 the invoice has not yet been settled, ViniPortugal reserves the right not to issue a credit note on the invoice, maintaining the amount due.

Participation Steps

- **Step 1:** Online registration in the digital platform and sending proof of payment, until April 21, 2017 to the email: saf@viniportugal.pt. In case of payment by check, send to ViniPortugal for the care of "Administrative and Financial Services";
- **Step 2:** ViniPortugal sends confirmation of registration;
- **Step 3:** Deliver 2 bottles per registered reference for evaluation of Julia Harding MW on May 3rd, 4th and 5th between 9am and 5pm at the following address:

*50 Great Wines- Norway
IVV Rua Mouzinho da Silveira, 5
1250-165 Lisboa*

- **Step 4:** Wine selection test by Julia Harding, in Portugal at two different times.
- **Step 5:** ViniPortugal informs the list of selected wines.
- **Step 6:** Send wines and promotional material to event 50 Great Wines-Norway to the carrier at a date and place to be communicated later;
- **Step 7:** Inform ViniPortugal via e-mails ines.pinto@viniportugal.pt and sara.leitao@viniportugal.pt of the actual delivery date of the wines in the consignor.

Space Allocation Criteria

The online registration **is not a guarantee** of space allocation. In case of overbooking, with respect to the limit of wines to be tasted, 1 wine entered for each AE in reverse order of the following criterion will be eliminated:

- Biggest number of participations at ViniPortugal events in the world in 2016.

For Additional Information:

Event: Inês Pinto | ines.pinto@viniportugal.pt +351 21 356 98 98 Sara Leitão | sara.leitao@viniportugal.pt
967871663

Invoice: Luís Franco | luisfranco@viniportugal.pt | +351 21 356 98 90