

FIND IMPORTER DAY CANADA 2017- OPORTO

REGISTRATION DEADLINE: MARCH 16th, 2017

General information









In compliance with the 2017 promotion plan and with the objective of increase Portuguese Wines distribution in the Canadian Market, ViniPortugal will organize the trip of 10 Private Agents to Portugal with the aim of expanding its portfolio of Portuguese Wines. The event “Find Importers Day” will take place on April 18th and 19th, 2017 in a format of tastings and one to one meetings, at Palácio do Freixo in Oporto. On April 20th, 21st and 22nd all registered EAs will have the opportunity to be visited on their property by one of the two groups of 5 Private Agents.



We are counting with your presence!

List of Private Agents

Ten Private Agents will participate in this Event. Eight of which have already confirmed their presence.

| Agency | Province | How many SKUs from Portugal ? | PORTFOLIO % | | MONOPOLY vs PI % | |
|--|----------|-------------------------------|-------------|-----------------|------------------|-----|
| | | | Portugal | Other countries | Monopoly | PI |
|  | QC | 1 | 1 | 99 | 75 | 25 |
| <p>Importations BMT</p> <p>Importation and representation wine agency in Montreal. Works with the monopoly (SAQ) and in private importation. Developing other monopolies (LCBO in ON, working on agreement with NS). Created in 2013 ; Owners coming from Reims (France) with a MBA en Wine Management et Wine Marketing. Great growth within 4 years : about 70 products in SAQ and 8 products in general listing. Since 2016, developing Private Importation (around 15 products). Only one producer in Portugal for now. Looking for additional producers</p> <p>Want to have a look online ? http://www.importationsbmt.com/</p> | | | | | | |
|  | QC | 12 | 21 | 79 | 23 | 77 |
| <p>Divine Sélection Inc.</p> <p>Founded in 2015 by the determination and expertise of two women, Anne Marie Chéné and Carolyne Leduc (who have been working in the wine industry in Quebec for over 15 years.)</p> <ul style="list-style-type: none"> • 70% restaurants • 30% direct sales to companies <p>Well known on the market for their professionalism</p> <p>More than 40 suppliers</p> <p>Want to have a look online ? http://www.divineselection.ca/</p> | | | | | | |
|  | QC | 0 | 0 | 100 | 0 | 100 |
| <p>Soif inc.</p> <p>Founded in 2013 ; Representing 25 domains from France and Italy Looking for new products from Portugal in order to develop their portfolio</p> <p>Want to have a look online ? http://www.importation-soif.com/</p> | | | | | | |
|  | BC | 1 | 5 | 95 | 70 | 30 |
| <p>Enoteca Bacco Importers of Fine Wines & Spirits Inc.</p> <p>Created in 1995 as a limited incorporated company. Importing wines since 1989 prior to that. Portfolio mainly made of European wines, Italian and French, and expanding into Spain and Portugal.</p> <p>Monopoly and private buyers</p> <p>Want to have a look online ? http://www.enotecabacco.ca/</p> | | | | | | |
|  | BC | 0 | 0 | 100 | 30 | 70 |
| <p>The Drinks List Merchants Ltd.</p> <p>Distribution and promotion in all public and private retail channels, as well as the restaurant and hotel trade The Wine List services all of British Columbia, Manitoba, and the Yukon with plans to expand to Alberta, Saskatchewan, and the other two territories. Partnerships planned with similar companies in Ontario, Quebec and the Atlantic provinces.</p> <p>Want to have a look online ? https://www.twlcanada.com/</p> | | | | | | |
|  | ON | 0 | 0 | 100 | 50 | 50 |
| <p>Wine Cellars International Ltd</p> <p>Wine and distilled beverage company in Toronto ; Public company was founded in 2002.</p> <p>Represent 10 suppliers from Italy, 3 South Africa, 1 France, 1 Argentina, 5 New Zealand, 2 Australia, 1 Belize, 1 Mexico In all LCBO Sales Channels. In January 2017 LCBO granted them Tier #1 Consignment space.</p> <p>Looking for developing their portfolio</p> | | | | | | |
|  | ON | 0 | 0 | 100 | 10 | 90 |
| <p>ABCON INTERNATIONAL WINE MERCHANTS INC.</p> <p>Solid agency been operating for 24 years mainly servicing restaurants and private clients throughout Ontario. Looking seriously at the introduction of Portuguese wines to our very comprehensive portfolio. Also supply Vintages for various tenders yearly.</p> <p>Want to have a look online ? http://www.abconwine.com/</p> | | | | | | |
|  | ON | 0 | 0 | 100 | 70 | 30 |
| <p>Wine Lovers Agency</p> <p>Incorporated in January 1985 as a small, privately owned Wine & Spirit Importing Agency.</p> <p>Wines are offered through the vast network of LCBO retail stores across Ontario via the Wines and/or Vintages programs as well as the LCBO's Private Ordering (Consignment) Program</p> <p>Active in all distribution channels: LCBO Vintages, Wines, Consignment/Private ordering Clientele includes some of the top restaurants in Ontario, specifically around the GTA</p> <p>Want to have a look online ? http://wineloversagency.com/</p> | | | | | | |

Program "Find Importer Day":

This event lasts five days and will be organized as follows:

Day 1 | April, 18th | Tuesday **Palácio do Freixo, Oporto**

10am- 12am Masterclass about Portuguese wines (exclusive for Private Agents);
12am – 2pm Lunch (Open to producers participating in the program*)
2pm – 4pm Tasting and One to One meetings **
4pm -4:30pm Coffee break
4:30pm – 6pm Tasting One to One meetings**

*price €25/person. Registration directly on Viniportugal Platform upon registration at the event.

**Tastings with the 1st group of producers. Each registered producer participates in only one day of one to one meeting and the tasting.

Day 2 | April, 19th | Wednesday **Palácio do Freixo, Oporto**

10am- 12am Tastings and individual meetings**
12am – 2pm Lunch (Open to producers participating in the program*)
2pm - 3:30pm Tastings and individual meetings**
6pm – 9pm Visit EA with dinner for five Private Agentes plus one person of Viniportugal. ***

* price €25/person. Registration directly on Viniportugal Platform upon registration at the event.

**Tastings with the 2nd group of producers. Each registered producer participates in only one day of one to one meeting and the tasting.

*** Viniportugal reserves the right to propose a different place to visit the producer if its property is in a difficult accessibility and difficult to conciliate with the trip itinerary.

April 19th, 20th, 21st e 22nd | Wednesday night to Saturday **Tour to producers enrolled in the program*****

The Private Agents will be divided into two groups of 5 elements each. All enrolled producers will receive the visit of one of these groups on their property according to itinerary to be provided. During the visit is possible to present the project of the company and a larger wine portfolio (up to 10 Skus).

10am – 12am Visit EA
1pm -4pm Visit EA with Lunch
6pm – 9pm Visit EA with Dinner

Participation Costs:

Participation Costs: 870€* + VAT (presentation of 5 wines in the tastes and individual meeting)

Lunch cost in the tasting and one to one meetings: 25€ per person (optional)

*For EAs that present **Port wines, Madeira Wines or 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 33% to the base cost of registration, in the proportion of the number of Port wines, Madeira Wines or Azores wines signed up for the event.** This means that, for each Port, Madeira or Azores wine registered, there's an extra participation cost of **57,42€** + VAT to the registration base cost.

Per table **it's allowed to present up to 5 SKUS**, if this limit is exceeded a surcharge of 174€ per still wine and 231,42€ for Port Wine, Madeira Wine and Azores will be charged.

Participation Conditions:

- Subject to the "General Participation Conditions in ViniPortugal Events", not sparing document reading;
- The event requires the physical presence of the EA;
- Each EA during the tasting and the one to one meeting is allowed to present a maximum of 5 wines;
- Each EA may present up to 10 wines during his property visit;
- All the producers must present their project in a short text (maximum 150 words) in English, in the respective field of the application form;
- All registrants must be able to provide information to Private Agents about the price and sales conditions of their wines on the day of the tastings and individual meetings.
- All registrants should upload on the platform the technical sheets in English of the 5 wines they will present;
- Program financed by the OCM program.

Wines Eligibility Criteria

- Wines submit cannot be imported in the provinces of invited Private Agents.
- Registered wines must respect Viniportugal events participation general conditions, must be DO, IG wines or with grape indication or the year, and predominantly native grapes varieties;
- All styles of wine can be registered, from still to fortified, however, the portfolio submitted must always contain still wines and reasonable quantities available for sale in 2017.

Payment, Financial Conditions and Penalties

- Payment with the registration until **March 16th 2017**;
- The payment after deadline has a **penalty of 25%** on the cost of participation;
- Payments may be made by bank transfer to the **IBAN: PT50.0033.0000.00017405837.22** or by check to the order of ViniPortugal.

The EA is considered registered in the event from the moment of registration on the ViniPortugal platform. However, the registration is only effective, for the purpose of space allocation, after the payment.

Participation Steps

- **Step 1:** Online registration in the digital platform;
- **Step 2 :** Sending of the payment proof until **March 16th, 2017** to saf@viniportugal.pt. In case of payment via check send to ViniPortugal to the care of "Serviços Administrativos e Financeiros";
- **Step 3:** ViniPortugal will confirm participation in the event.

Space allocation

The registration is not guarantee of space/table/participation allocation. In case of registrations exceed the available space, as long as in compliance with the above requirements and if there is no overdue debts or not settled invoices, will be given priority to EAs by the following order:

- Participation record in Viniportugal events in Canada in 2016;
- Participation record in Viniportugal events in the World in 2016.

Considering that participation record is calculated based on the weighted average (50% - 50%) between the number of participations and total investment.

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.

Clarifications

Event: Filipa Anunciação | filipa.anunciacao@viniportugal.pt | +351 21 356 98 98

Andrea Guimarães | andrea.guimaraes@viniportugal.pt | +351 21 356 98 98

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