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Seminário Exportar, Exportar, Exportar

Cluster Agroalimentar & Viticultura

11 Fevereiro / ESTG-IPVC



AGENDA:

- Como Exportar
- Apoios
- Selecção de Mercados



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COMO EXPORTAR



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Enquadramento

- ✓ Mercado nacional estagnado
- ✓ Análise SWOT
- ✓ Vantagens competitivas DOC Vinho Verde
- ✓ Dimensão/Volume > Estr. Nicho vs Volume
- ✓ Selecção Mercados > Diversificação e Risco
- ✓ Marca > Própria vs. Distribuição
- ✓ Estratégia de produto, preço, distribuição e promoção
- ✓ Competências técnicas
- ✓ Investimento
- ✓ ...



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Processo

- ✓ Exigências específicas por mercado
- ✓ Selecção do importador/distribuidor certo
- ✓ Fichas técnicas em inglês - off-line e on-line
- ✓ Press kit - off-line e on-line
- ✓ Envio de amostras a jornalistas/revistas e bloggers
- ✓ Participação nos principais concursos
- ✓ Redes Sociais
- ✓ Follow up dos eventos/contactos
- ✓ **Visitar o mercado regularmente**



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Processo

- ✓ Preços e condições de pagamento
- ✓ Meios de pagamento e financiamento
- ✓ Gestão de créditos e cobranças
- ✓ Formalidades – documentação, transportes, imposições aduaneiras...



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APOIOS



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Apoios Financeiros:

AICEP Portugal Global - aicep@portugalglobal.pt

Quadro de Referência Estratégico Nacional

Sistema de Incentivos à Qualificação e Internacionalização de PME

Sistema de Incentivos à Inovação

Linhas de Crédito

Seguros de Créditos

Financiamentos, Garantias e Capital de Risco

Protocolos de Colaboração com Bancos

...



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Apoios Financeiros:

IVV - info@ivv.min-agricultura.pt

OCM Vinhos

Apoio à Promoção de Vinhos em Mercados de Países Terceiros



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Apoios Operacionais:

CVRVV – marketing@vinhoverde.pt

ViniPortugal - geral@viniportugal.pt

AICEP Portugal Global - aicep@portugalglobal.pt

Informação sobre mercados

Identificação de oportunidades de negócio

Identificação de potenciais importadores

Participação em acções promocionais/comerciais

Benefício de programas participados



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SELECÇÃO DE MERCADOS



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Seleção Mercados:

- ✓ Enquadramento económico/regulamentar
- ✓ Informação estatística e sectorial
- ✓ Requisitos específicos
- ✓ Sistema de distribuição e escolha dos parceiros
- ✓ Apoios financeiros
- ✓ Apoios operacionais
- ✓ ...



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CVRVV - Mercados de Actuação:

Alemanha

Brasil

Canadá

EUA

Noruega

Reino Unido

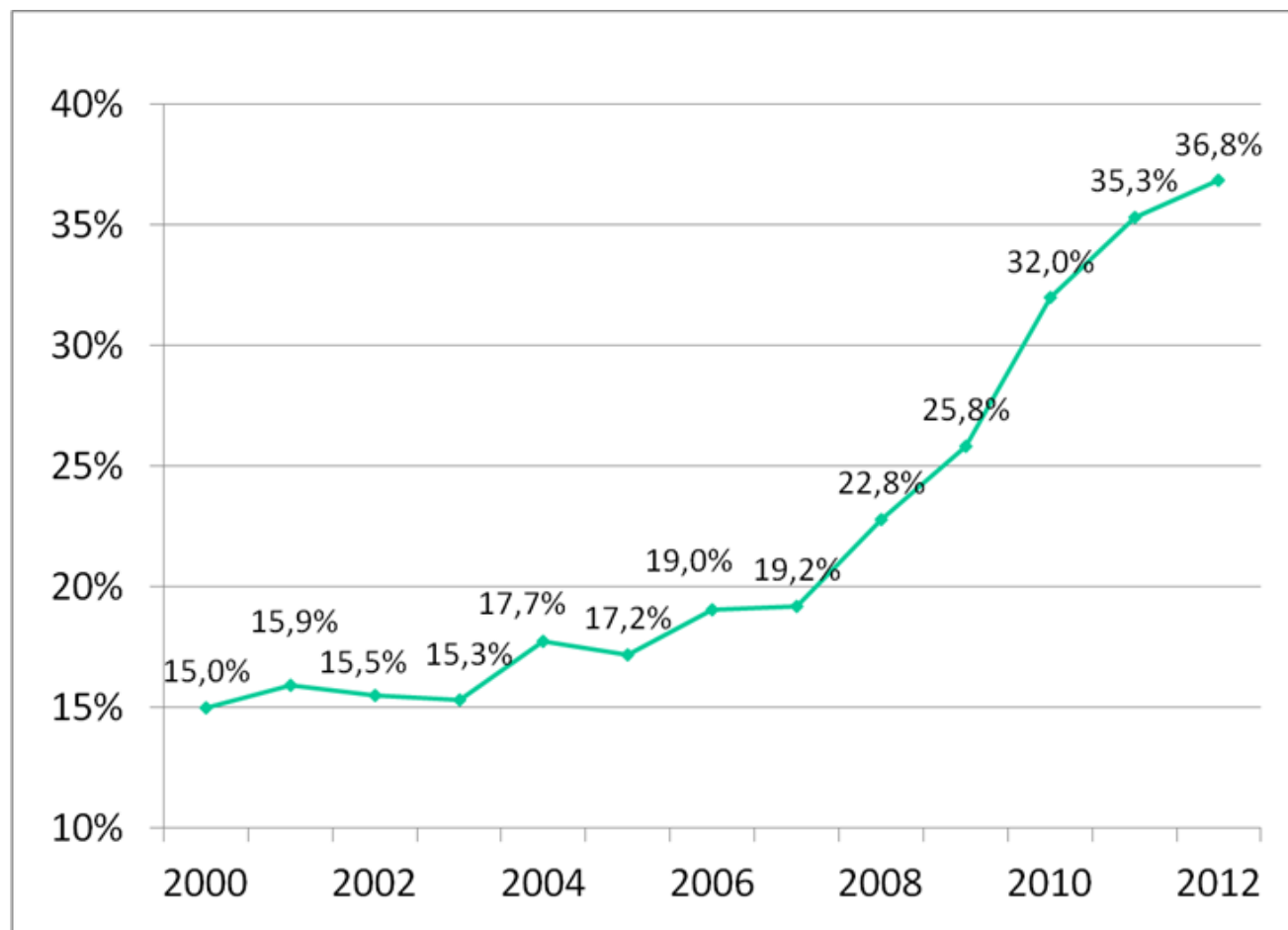
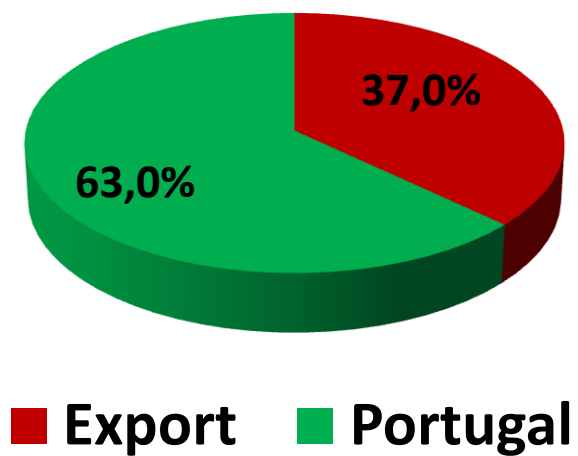
Suécia

Suíça

EXPORTAÇÕES DE VINHO VERDE 2012/13

	Jan/Nov 2012		Jan/Nov 2013		Diferença	
Mercado	Litros	Euros	Litros	Euros	Litros	Euros
Total	16.492.276	37.447.512	18.260.022	41.591.881	10,7%	11,1%
EUA	3.970.104	8.709.583	4.200.402	9.060.768	5,8%	4,0%
ALEMANHA	2.734.628	5.815.919	3.239.598	6.806.049	18,5%	17,0%
FRANCA	1.876.803	4.223.417	1.978.116	4.473.353	5,4%	5,9%
CANADA	1.045.707	3.079.326	1.142.096	3.236.146	9,2%	5,1%
BRASIL	1.094.488	2.281.661	1.002.653	2.177.163	-8,4%	-4,6%
SUICA	961.428	2.141.080	930.209	2.189.350	-3,2%	2,3%
ANGOLA	924.445	2.285.785	880.599	2.223.732	-4,7%	-2,7%
BELGICA	520.243	1.216.786	747.332	1.765.355	43,7%	45,1%
REINO UNIDO	635.924	1.193.480	646.427	1.352.230	1,7%	13,3%
LUXEMBURGO	401.219	1.014.915	489.547	1.148.138	22,0%	13,1%
HOLANDA	321.494	646.287	411.442	863.475	28,0%	33,6%
POLONIA	100.774	216.595	271.766	561.256	169,7%	159,1%
SUECIA	303.608	646.432	263.838	564.703	-13,1%	-12,6%
DINAMARCA	124.832	243.505	195.502	447.127	56,6%	83,6%
JAPAO	121.156	299.802	169.913	400.243	40,2%	33,5%
NORUEGA	156.494	471.586	162.046	504.408	3,5%	7,0%

EXPORTAÇÕES DE VINHO VERDE 2012/13





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CONTRAPARTIDAS POR MERCADO:

- Informação s/ o mercado:
caracterização, dimensão, principais
contactos e bases de dados, principais
feiras e concursos
- Participação nas acções promocionais
do mercado
- Relatório das actividades executadas



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ViniPortugal - Mercados de Actuação:

Angola

China

Japão

Singapura

...



TIPOLOGIA DE ACÇÕES:



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Vinho Verde

Gastronomia

Comunicação Social

Instituição

Recursos

pesquisar...



Rota dos Vinhos Verdes

Nesta Primavera a Rota convida

Marcas

Região dos
Vinhos
Verdes

Rota dos
Vinhos
Verdes

Casa do
Vinho Verde

Destaques

Atividades agrícolas - Obrigações
declarativas em sede Fiscal

Notícias Verdes

Crítico norte-americano seleciona 50
melhores vinhos portugueses

Novo

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In the News

[USA News](#)[Canada News](#)

Why Women Have A Complicated Love Affair With Wine

HuffingtonPost.com, October 24, 2013

Huffington Post editor Emma Gray shares her perspective on wine as a means for connection and relaxation. Gray cites Vinho Verde as one of the wines always in stock in her collection.

[Read More>>](#)

Portuguese Hospitality in a Bottle

NelsonCarvalho.com, October 10, 2013

Nelson Carval details his visit to the Vinho Verde village, Veade. Carval recounts his discussion with Diogo Teixeira Coelho, owner of Quinta da Raza, about Vinho Verde's international sales growth, noting "the almost ludicrous low price tag that is associated with green wines is becoming less of a deterrent factor for low quality/low price perception wine buyers."

[Read More>>](#)

52 Wines for 2013 Plus 10 Holiday Picks

TheDailyMeal.com, October 4, 2013

In a round-up of 52 Wines to drink in 2013, the editors of popular food and beverage website, The Daily Meal, features brand ambassador Laura Maniec's recommendation to drink the 2011 Anselmo Mendes Alvarinho Contacto Vinho Verde, noting the "skin-contact Alvarinho from Vinho Verde is proof that the region makes wine for any time of year."

[Read More>>](#)

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26

27 28 29 NEXT



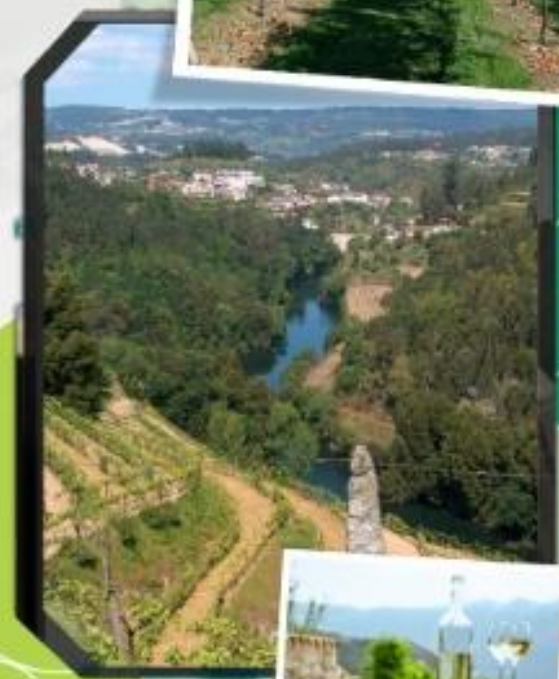
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Vinho Verde Wines

14.077 gostos · 64 falam sobre isto

Atualizar informação da Página 2

Seguir ⊙

Comida/Bebidas

Vinho Verde is a wine region in northwest Portugal known for producing crisp, light and refreshing wines.



Sobre

Fotos

Gostos

Wine & Food

Eventos

Destaques

Estado Foto / Vídeo Oferta, evento +

O que é que tens feito?

Vinho Verde Wines Há 14 horas

Which athletes will you be cheering for during tomorrow's

Publicações recentes de outras pessoas em Vinho Verde Wines Ver tudo

Boca de Sapo Boca de Sapo 20/1 às 10:49

Rogério Ruschel The vineyards of Douro Valley, Portugal, a World Heritag... 1 - 19/1 às 17:45

Gunnar Rundblad

Vê o teu anúncio aqui

Vinho Verde Wines



Vinho Verde is a wine region in northwest Portugal known for producing crisp, light and refreshing w...

Gosto · Vinho Verde Wines goste disto.

Promover Página

Recente

2014

2013

2012

Fundada



Vinho Verde no Brasil

3.036 gostos · 25 falam sobre isto

✓ Gostei ▾

✓ A seguir

Mensagem



Vinho/Bebidas alcoólicas

O Vinho Verde é único no mundo. Um vinho naturalmente leve e refrescante, produzido na Região Demarcada dos Vinhos Verdes, em Minho, no noroeste de Portugal, uma

Sobre - Sugerir uma edição



Fotos

3.036

Gostos

Concurso + refrescante

Passaporte



Eventos

2 ▾

Destaque ▾

Publicar

Foto / Vídeo

Escreve algo em Vinho Verde no Brasil ...



Vinho Verde no Brasil

3/2

Paiva é mais uma sub-região com verões quentes e invernos frios e secos na área dos Vinhos Verdes. Uvas tintas como Amaral e

6 Amigos

Gostam de Vinho Verde no Brasil



Convida os teus amigos para gostarem desta Página

Ver todos

Escreve um nome de um amigo...

Convida

DRINK BETTER

Around The World In 8 Rosés

Why you should be thinking and drinking pink

May 7, 2013 1:03 pm

BY CHANTAL MARTINEAU

Like Send 11

Like Send Vitor Mendes and 36 others like this.

Here at Food Republic, we have a crush on Spanish wine. The family-owned Finca winery has vineyards all around the region. In Menfi, it makes this peachy-hued wine out of syrah and nero d'avola grapes. Bursting with ripe fruit flavors and a hint of spice, it makes for easy (read: low-alcohol) drinking.

8. From Portugal: Quinta de Gomariz Espadeiro Rosé (\$13)

Try not to get confused here: this is a Vinho Verde, which translates as "green wine," but the color of this wine is a rosy salmon. The grape is espadeiro, a red grape with nice acidity. The result is a rosé with bright berry fruit, pretty floral notes and a clean minerality. At 11.5% alcohol, you can sip this one throughout the afternoon.

Read more about wine on Food Republic:

Photo: Channing Daughters
Channing Daughters small-batch Rosato is a field blend, meaning that a variety of different grapes were planted together.

The warmer weather brings with it singing birds, blooming buds and an undisputable hankering for rosé or pink wine. It's hard to believe rosés once had a stigma. Nowadays, they're pretty much a given in the summertime. And why not? They're easy to drink, best enjoyed when pleasantly chilled and pair well with everything from barbecue to picnic food.

The Iowa Wine

Certified Wine Nut and lover of the grape. I enjoy tasting all wine and telling the story. Simple easy way



Bunday, June 9, 2013

Las Lilas and Cruzeiro Branco Vinho Verde



relaxing to sit and enjoy a glass of white wine. screen porch, white should be a staple in your cellar. Really enjoy them.

armon/Lime with fresh melon, cantaloupe and peach. d with the sea breeze in my face as I sniff this crisp fresh honeydew melon with hints of cantaloupe and a

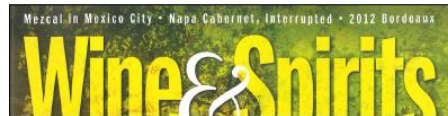
ed in the packaging and once the foil was removed. le.

think you will enjoy their quality and price.



Wine Spectator
July 31, 2013
Circulation: 400,345

Wine & Spirits
June 2013
Circulation: 89,306



TOP 100 VALUES OF THE YEAR

Our blind panels tasted 2,682 wines priced \$15 or less during the past 12 months. Our critics—Patrick J. Coombe, Carson Diamond, Joshua Greene, Luke Skyrna, Patricia Tapia and Tara O. Thomas—selected these 100 as the best performers in their price range. Find a complete list of wines tasted and all reviews at wineandspiritsmagazine.com.

WHITE



Aveleda \$9
2011 Vinho Verde *Quinta da Aveleda* (90 points, Portugal) A bright, oval white, this has the raciness of a wine from granitic soils with enough rich peachiness to abate that knife edge of acidity. The tart grapefruit finish will match grilled prawns or other shellfish. Mouthwatering, balanced and a steal at the price. *Aveleda, Pouschet, RI*

Quinta da Lixa \$9
2011 Vinho Verde *Terras do Minho* (90



Quinta de Gomariz \$13
2011 Vinho Verde *Loureiro* (92 points, Portugal) "This feels like summer," one taster said. Its fresh, fragrant lime and grapefruit flavors last, pulpy, juicy and mouthwatering. A pure Atlantic white, this has substance and the drive to perk up any fresh shellfish, from periwinkles to barnacles, oysters and clams. *P.R. Grisley Co., Salt Lake City, UT*

os Loureiro Vinho Verde (90 points) and *Quinta da Aveleda* (90 points) are the only wines leading this crop. *Drink now 10,000 cases.*

5 BEST WINES, RANTS, HOTELS CHARDONNAY: ELEGANT 2013 DRILLING MENU, WINES TO MATCH

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CALGARY HERALD

PROUDLY CALGARY SINCE 1883

Tragedies cloaked in secrecy
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Worth seeking out sips from Portugal's lush Vinho Verde wine region

BY DAVID B. OLKSYN, FOR THE CALGARY HERALD | AUGUST 2, 2013

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STORY | PHOTOS (8)



Quinta de Paredes estate.
Photograph by: Supplied photo for the , Calgary Herald

If you're looking for a light, fresh wine to add a little spritz to your summer, give Portugal's Vinho Verde a try.

What's Vinho Verde? It can be a bit confusing. Vinho Verde is a Portuguese wine region known primarily for its white wines, though red wines, rosés, sparkling wines — called espumante — and even brandies, known as aguardente, can carry the Vinho Verde designation.

Essentially, if it comes from the mountainous, lushly forested region — verde means green in Portuguese — at the northwestern edge of Portugal, and it's made in the right style with approved grapes, it can be called Vinho Verde no matter what colour it is.

But the wine most people think of when they hear the term is a light white wine, often a blend, using native grapes such as Alvarinho, Arinto,

DCOUCVERTECULINAIRE

MOI POLITIQUE ÉDITORIALE MES ARTICLES DANS LE VO
DCOUCVERTES GOURMANDES DCOUCVERTES RESTAURANTS
DCOUCVERTES À BOIRE DCOUCVERTES TOURISTIQUES D

9 AOÛT J'ai redécouvert le Vinho Verde



Le Vinho Verde n'était pas un vin que j'appréciais allègrement étant plus jeune, quand j'ai reçu l'invitation pour aller le redécouvrir avec la sommelière Élyse Lambert, j'ai hésité. Mais, en plus, la dégustation était accompagnée d'un dîner au Café Ferreries.

Les vins du Vinho verde ont une acidité équilibrée et sont légers en alcool et en calories. Ils sont tout indiqués pour la saison estivale étant vifs, légers et rafraîchissants. Pour moi, c'est le vin idéal pour les après-midi chaudes sur la terrasse. Il accompagne aussi à merveille les salades, les fruits de mer et la cuisine

asiatique.

Vous pouvez découvrir les Vinho verde dans plusieurs restaurants jusqu'au 11 août avec un accord met.

Pour plus de détails <http://vinhverde.ca>

Voici des suggestions disponibles à la SAQ, si vous trouvez qu'il y a trop de CO2 dans le vin choisit, il suffit de le passer en carafe 2 ou 3 fois.

- Vinho Verde, 2012 Gaxela Prix 10,95\$
- Vinho Verde, Loureiro, 2012 Quinta do Minho Prix 15,95\$
- Vinho Verde, Loureiro, 2012, Quinta Gomasis prix 15,90\$

Collaborateurs Cont

SAO LES BLOGUES DES VINS ET SPIRITUEUX

Accueil | Blogue TchIn TchIn | Blogue Celler | Blogue Cocktail

tchin TCHIN

LE PLAISIR DE DÉCOUVRIR LES MEILLEURS ACCORDS VINS ET METS

VINHO VERDE EN DEUX TEMPS

Publié par Marie-Hélène Schvartz le 9 Août 2013



Les vinhos verdes sont les vins de terrasse par excellence. Comme l'été n'est pas terminé, j'ai eu envie de vous donner le goût de les découvrir.

D'abord, explorons son nom : « vinho verde » (vin vert). Contrairement à la pensée populaire, ce nom ne réfère pas à la couleur du vin, mais bien sa jeunesse puisque ces vins sont embouteillés de trois à six mois après les vendanges. Connue surtout pour ses vins blancs, sachez que l'appellation détient aussi des vins rouges et rosés.

La région d'où proviennent ces vins, est située au nord-ouest du Portugal et est caractérisée par des sols



Wird der Newsletter nicht richtig angezeigt? [Drücken Sie hier in Deutsch](#)



Willkommen im Vinho Verde Sommer - auch in der Schweiz!

Die weissen Vinho Verdes sind die Sommerweine schlechthin. Mit ihrer beschwingt belebenden Art und ihrem moderatem Alkoholgehalt versprechen sie erfrischenden Genuss an warmen Sommertagen und harmonisieren zudem hervorragend zu Meeresfrüchten sowie zur leichten Fisch- und Sommerküche. Der fresserreiche Ausdruck der Vinho Verdes beruht auf den granithaltigen Böden und dem vergleichsweise kühlen, vom nahen Atlantik geprägten, Klima im nördlichen Portugal. Alleingessene autochthone Traubensorten wie Alvarinho, Loureiro, Arinto oder Trajadura bringen den Ausdruck dieses eigenständigen Terroir bestmöglich in die Flaschen.

Während dem in den vergangenen Tagen gestarteten «Vinho Verde Sommer» haben Schweizer Weinliebhaber(innen) nun die Möglichkeit, diese finessanten Weissweine aus Nordportugal auf vielfältige Weise kennenzulernen. So bieten etwa ausgewählte

Vinho Verde vermeldet Rekordabsatz in der Schweiz

Die frisch-fruchtigen Vinho Verde Weine liegen im Trend im vergangenen Jahr wurden in der Schweiz 2013 22 Liter Vinho Verde genossen. Soweit wie noch nie. In den letzten zehn Jahren hat sich der Absatz von Vinho Verde Weinen in der Schweiz gemehrt als verdreifacht. Dieser Erfolg basiert auf einem langfristigen Marketingaufbau. Diesen Sommer erleben die knackigen Vinho Verde aus dem nördlichen Portugal die Open Air Cinemas in Zürich, Basel und Bern. Attraktive Angebote in der Gastronomie und dem Fachhandel runden die Aktivitäten in der Schweiz ab.

«Magie und Leichtigkeit» beschingt die Filmkritik dem neuen Film «Before Midnight» auf Julia Dörflinger. Filme, Kinoleute in den Monaten 119 von 119

dolce vita

htr hotel revue Nr. 33 / 15. August 2013



Noch sind sie sehr grün, diese Alvarinho-Trauben. Der Wein daraus wird ein intensives Aroma von Quitten, Pfirsich, Passionsfrucht haben, mit Noten von Orangenblüten und Weichhen.

Bilder: Douro/Debra

Die belebenden Weissweine aus dem portugiesischen Vinho-Verde-Gebiet werden immer beliebter. Die Weine und ihre Macher vertreten unterschiedlichste Philosophien.

ROBATE DUBACH

Tony Smith von der Quinta de Coela spricht Hartmut: «Ich mach noch doch nicht zum Affen und vergabe Publikum in diesem Beiberg». Es geht um biodynamischen Weinbau – wozu auch das Vergleichen von Rühlsorten gehört. Für den ehemaligen Ausländerspendanten, der die Quinta am rechten Douroufer vor zwei Jahren mit seinem brasilianischen Geschäftspartner Marcelo



Der Brita Tony Smith führt die Quinta de Coela am Douro.



Experimentiert mit Kastanienholz-Fässerern Louise Cerdeira.



Traditionsbewusst: Marfada und Diogo Teixeira Coelho von der Quinta da Raza.

Lima für 4 Millionen Euro kaufte und instand stellte, kommt zur biologischen Rebbaustrategie. Bei Aphros Wines in der Nähe von Ponte da Barca, spricht sich Winzer Vasco Croft vehement für die Biodynamik aus: «In unserem Gebiet gibt es mit den Römern Weinreben, die ökologische Umgang mit der Natur ist Teil unserer Kultur.» Croft begnügt vor zehn Jahren, auf dem halb-veganen Weg seiner Familie Wein zu

produzieren. Der Architekt und Möbeldesigner war als Grund vorzuziehend sind, so wie man sich Vinho Verde vorstellt: leichtfüssig, mineralisch, knackig frisch. Bei 50 Rebsorten gibt es im Gebiet,

Beim Degustieren zeigt sich, dass die Weine beider Ökter hervorragend sind, so wie man sich Vinho Verde vorstellt: leichtfüssig, mineralisch, knackig frisch. Bei 50 Rebsorten gibt es im Gebiet,

die bekanntesten sind die autochthonen Alvarinho, Azina Loureiro, Avesso und Trajadura – rasant oder im Orives ausgebaut. Sie reformieren im Weinbau und behalten so ihre Fruchtigkeit, in dem die besten Vinho Verde-Tradition man jung – als Aperitif, zu Fisch und Meeresfrüchten, zu Sommergerichten oder zur asiatischen Küche.



Im Vinho-Verde-Gebiet gibt es unzählige kleinteilige Weinberge.



Schöne Landschaft: die römische Brücke bei Ponte de Lima.



Moderne Technik im Keller gibt es fast überall im Vinho-Verde-Gebiet.



«Der ökologische Umgang mit der Natur ist Teil unserer Kultur.»

Vinho-Chef Inhaber von Aphros Wines

Fakten 1 Mio. Liter pro Jahr in die Schweiz

Vinho verde heisst zwar schon grüner Wein, aber die Bezeichnung hat ihren Ursprung in der tiefen Lage des Weinlandes in diesem Gebiet im Nordportugal, zwischen den Flüssen Douro im Norden und dem Douro zu Spalten und Minho im Süden, zwischen Atlantik im Westen und Bergmass Ourense. Die frisch-fruchtigen Vinho-Verde-Weine mit ihrem moderaten Alkoholgehalt sind Sommerweine par excellence und liegen bei uns im Trend. Seit 2003 hat sich der Export in die Schweiz verdreifacht: er liegt jetzt bei knapp einer Million Liter. Etwas 50 Millionen Liter Vinho Verde wurden letztes



Weine der Quinta de Gomariz nur autochthone Trauben.

«Vinho Verde bekannter zu machen.» Die Weine haben eine erfrischende Saure, komplexe Aromen und eine ausgeprägte Mineralität, die ihren Grund im Untergrund hat: sandige Granit-

boden, lokal von Schieferstraten durchzogen. Das vergleichsweise hohe pH-Wert kommt vom Atlantik her.

«Vinho Verde bekannter zu machen.» Die Weine haben eine erfrischende Saure, komplexe Aromen und eine ausgeprägte Mineralität, die ihren Grund im Untergrund hat: sandige Granit-

ro bei Melgosa wird vordringlich, das man an einen Vinho Verde-möglichkeit jung trinken sollte. Ihr Alvarinho-Ökter übertrug er erst vor einem halben Jahr, dann mit seiner Raza und Aromatik. Mit seiner Hilfe startete der Grossvater der beiden vor 40 Jahren, jetzt bauen sie 18 Hektar an und kaufen Trauben daraus.

«Wir versuchen, zu regenerieren. Da können wir zugehen», sagt Louise Cerdeira, «bistall testen wir den Ausbau von Weinen im Kastanienholz-Fässer, die Weine zeigen, dass die Weine etwas süsser wird.» «Ob wir diesen Wein je auf den Markt bringen, wissen wir allerdings noch nicht», ergänzt Maria Cerdeira schmunzelnd.

Weitere Infos und Bezugsquellen: www.vinho-verde.org

**Embaixadora dos
Vinhos Verdes
nos EUA**

**Master Sommelier
Laura Maniec**



**Embaixadora dos
Vinhos Verdes
no Canadá**

**Sommelier
ELYSE LAMBERT**





publicitória

GASTRONOMIA E VINHO VERDE. A HARMONIZAÇÃO PERFEITA.

No norte de Portugal, encontra-se um de seus maiores tesouros, a belíssima região de Entre-os-Rios. Paisagens verdes, gente hospitaleira, riqueza histórica, excelente gastronomia e alguns dos vinhos mais gastronômicos do mundo. Tudo isso faz do Vinho Verde um destino turístico perfeito.

O Vinho Verde é conhecido por sua leveza e frescura, resultado de uma combinação perfeita de condições climáticas e solo. Com uma acidez equilibrada e um teor alcoólico moderado, este vinho é ideal para acompanhar pratos leves e frescos.

O Vinho Verde é produzido em pequenas vinhas familiares, o que garante a qualidade e a autenticidade do produto. Sua harmonização com a culinária japonesa é perfeita, especialmente com pratos de peixe e vegetais.

Tradicionalmente conhecido como "Entre-os-Rios", a região dos Vinhos Verdes é conhecida por suas paisagens verdes e clima ameno. A região é conhecida por sua diversidade de paisagens, desde as montanhas até as planícies. O Vinho Verde é produzido em pequenas vinhas familiares, o que garante a qualidade e a autenticidade do produto.



Embora reconhecida internacionalmente por sua grande capacidade de harmonizar com a culinária japonesa, a região também é conhecida por sua diversidade de paisagens, desde as montanhas até as planícies. O Vinho Verde é produzido em pequenas vinhas familiares, o que garante a qualidade e a autenticidade do produto.

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Harmonização

Os segredos do Vinho Verde são sua refrescância, leveza e graduação alcoólica moderada.

A sua jovialidade, frescor, leveza e teor alcoólico moderado do Vinho Verde o tornam um companheiro versátil, capaz de fazer brilhar desde um encontro de amigos ou família à beira de praia, até acompanhar um aperitivo ou uma deliciosa refeição.

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Culinária tailandesa harmoniza perfeitamente com o frescor dos Vinhos Verdes brancos, mas o uso de pimenta pode beneficiar dos deliciosos Vinhos Verdes rosados de esta região: Castas Espadarte e Pedral.

Culinária japonesa sushi e sashimi se beneficiam da leveza e acidez dos Vinhos Verdes brancos secos da sub-região de Trás-os-Montes e Alto Douro.

As muquecas do Nordeste os pratos de água salgada do Brasil brasileiro, os pratos de água doce do Rio de Janeiro e Ceará, e até os carnes e pratos de Santa Catarina podem uma taça de Vinho Verde. Suas virtudes também enabram as carnes brancas e as massas que harmonizam com vinhos mais complexos das sub-regiões Alentejo e Alentejo.

O Vinho Verde tem a capacidade de harmonizar com a culinária japonesa, especialmente com pratos de peixe e vegetais. Sua harmonização com a culinária japonesa é perfeita, especialmente com pratos de peixe e vegetais.



Se você quer conhecer o Vinho Verde como em sua terra natal, as melhores portuguesas grata de João Aguiar Boca.



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GASTRONOMIA E VINHO VERDE. A HARMONIZAÇÃO PERFEITA.

Quinta dos Amarelos, Entre-os-Rios

No norte de Portugal encontra-se um de seus maiores tesouros, a belíssima região de Entre-os-Rios. Paisagens verdes, gente hospitaleira, riqueza histórica, excelente gastronomia e alguns dos vinhos mais gastronômicos do mundo. Tudo isso faz do Vinho Verde um destino turístico perfeito.

de expressa diversas características de acordo com as suas castas com que é produzido. Além de acordo com sua proximidade do Atlântico, aos rios, e do clima.



Embora reconhecida internacionalmente por sua grande capacidade de harmonizar com a culinária japonesa, a região também é conhecida por sua diversidade de paisagens, desde as montanhas até as planícies. O Vinho Verde é produzido em pequenas vinhas familiares, o que garante a qualidade e a autenticidade do produto.



Aventure-se e surpreenda-se!

Passport to...
The Wines of VINHO VERDE
Talented Ontario chefs showcase Vinho Verde wines with their menus throughout August!
Find participating restaurants

Bryan McCaw
Snapshot
46 Reviews | 307 bottles (\$9,011)
78 Friends | 21 | 3
Followers (22) | Following (41)
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Be Spontaneous
Talented Ontario chefs showcase Vinho Verde wines with their menus throughout August!
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Steve Thurlow
Last Chance at Four Great Wines; Steve's Top 50 Value Wines – August 2012
The Ins and Outs of General List
The LCBO is constantly adding new wines to its general list selection; often many as five new wines can arrive in one week. As a consequence wines are also being discontinued at the same pace, usually with a 25% reduction in price to move inventory out of the system quickly.
This week four discontinued wines are on the Top 5... more
about 11 hours

Margaret Swaine's Wine Picks: Perfect for a barbecue party
Distinctive and flavour packed, these wines would add class to a barbecue party. Find them
THE APPETIZER

SPONSORED GUIDE VINHO VERDE REGION

VINHO VERDE

Northern Portugal's light, fresh low-alcohol white wine from the Minho is a taste worth getting to know. Vinho Verde is unique and offers some value wine on the market today.

Light, fresh, delightful... Portugal's popular white Vinho Verde wine offers value and character like no other wine in the world. Yet, it opens the question that wine lovers contend with every time they discover a unique wine taste: The brands contain aromas and flavours from blends and single varietals that refreshing wine with a pleasing fruit-to-acid balance distinctive wines, light and some are slightly refer to the history, the terrain and the people

Vinho Verde's taste and terroir

To capture a real sense of the Vinho Verde vineyards, it requires accepting granite as terroir, not just counterpoint (and in the Vinho Verde region, houses, window sills, tables, sign posts, vine posts, roads and sculptures). First, take a moment to use one of the online map services and type in "Ponte de Lima." The satellite image will appear with vast swaths of green. Then click on terrain and you will see what lies under that green. Granite mountains with slender, fertile valleys fed by rivers flowing west to the Atlantic Ocean. It is this view of the granite terrain that shows the essence of Vinho Verde.

An unusual, yet typical, Minho phenomenon is a series of broad, flat valleys lying sharply against steep granite slopes. River erosion widened the valley floors without reducing the hard angle of the granite. The results are unique fertile islands of vineyards, agriculture – and people. This is a land of indigenous grapes – some 20 unique *Vitis vinifera* make their natural homes in the Vinho Verde. This is one of the largest appellations in Europe. Not every grape gives great wine in every vineyard. Alvarinho, the justest of Vinho Verde's white grapes, presents its credentials at the far northern border.



Microclimates and mountains

The Peneda, Gerês, Cabreira, Alvão, Marão and Montemuro mountains (*serra*) to the east of the Minho form an amphitheatre of microclimates facing the Atlantic Ocean. From pre-history onward, a metamorphosis of rock and granite occurred. Erosion followed with the exposure of ancient crystalline and more granite. There are a few schist veins, no more than six miles wide, running in short ribbons north to south. Everything else is granite. Vineyards are planted at altitudes from 150 to 1,300 feet.



Vinho Verde gastronomy

Remember, in the Vinho Verde region, cooks have always been inventors. One of the best attributes of Vinho Verde is its natural, local pairing with seafood, salads and vegetables. Recipes from the Minho are based on local food more than anywhere else in Portugal. And spices! The Portuguese discovered the Spice Route, they were ruled by the Moors for 300 years, and their former colonies are in South America, Southeast Asia and South Africa. The food reflects this taste for the spice of life. For example, you'll find dishes with cumin, paprika, pisti pisti (a very hot chili relish) and coriander. The light, dry slightly fizzy taste of white Vinho Verde is a great balance that doesn't clash with the spices. As a refreshing option on the west coast of Europe, fish has always been important. Grilled, seasonally fresh, sardines on a plate with roasted red peppers and boiled potatoes is a signature dish. Bacalhau, the salted cod, created in the 14th century for those long sea voyages, is served every which way. If you want to try it, soak it in water for 12-14 hours, changing the water frequently until most of the salt is removed and you have what is essentially fresh and delicious fish. You'll also find sea bass, swordfish, fish stew, clam, lobster, prawns, crabs, squid and octopus on menus. The lambey something like an art without a head is a nice springtime delicacy (and some say acquired taste) but very hard to find. Or serve Vinho Verde with pork, kid, veal, or lamb. The wines of Vinho Verde appear on a wide range of restaurant and bar menus throughout United Kingdom. The reason is simple: Vinho Verde is a great, light aperitif and food wine. As a dry white wine, it pairs well with fish, white meat or seafood. A Mediterranean Vinho Verde is also recommended with cold dishes such as salads. White Vinho Verde is an indispensable companion as an aperitif at any time of the year.

Officially established in 1986, Vinho Verde is one of the oldest demarcated wine regions of the world. Vinho Verde wine are generally between 9% and 11.5% alcohol, except some more complex wines and novelties up to 14% alcohol, rarely produced from the Alvarinho grape. On the Vinho Verde label you will see "Denominação de Origem Controlada" (DOC). This is the top level of wine, like a French AOC for the Minho. The DOC identifies geographical boundaries, maximum yields, recommended and permitted grape varieties and minimum and maximum alcohol levels.

FOR MORE INFORMATION
Getting to know Vinho Verde, the wine, and Vinho Verde the Minho region, as easy as enjoying the lively fresh taste. Vinho Verde Wine Commission, vinhoverde.pt, info@vinhoverde.pt



Vinho Verde the facts

The name, Vinho Verde, refers to young wine. The white wine isn't "green" (literally, "verde") in colour or in taste. It is released within three to six months after harvest and so is similar in its youthfulness to what you'd find in joven (young) wines of Spain.

AUS PORTUGALS NORDWESTEN STAMMT EIN EINZIGARTIGER WEINTYP: EIN KNACKIGER, LEICHTER WEISSWEIN, DIE IDEALE SOMMER-ERFRISCHUNG. DOCH VINHO VERDE STEHT AUCH FÜR ANDERE WEINSORTEN, DIE GLEICHERMASSEN DIE ENTDECKUNG LOHNEN. SIE ALLE BEGLEITEN GEKONNT ZAHLEICHE ANLÄSSE UND GERICHTE. ZAUBERN SIE MIT VINHO VERDE FÜR IHRE FREUNDE EIN ATLANTIK-HOCH AUF DEN TISCH!

Stellen Sie sich einen richtig heißen Sommerag vor. Welchen Wein würden Sie am liebsten auf der Terrasse, beim Picknick oder beim Abendessen mit guten Freunden trinken? Keine Alkoholbeize, sondern einen leichten, elegant-aromatischen Tropfen mit erfrischender Säuresäure, das wäre wohl

die beste Wahl. Mit anderen Worten: Vinho Verde. Diese Bezeichnung, zu Deutsch „Grüner Wein“, steht einerseits für einen der bekanntesten Weißweintypen Portugals, andererseits für das größte Anbaugebiet des Landes (mit dem Status einer Denominação de Origem – Kontrollierte Ursprungsbezeichnung).

Gemein ist damit nicht die Farbe des Weins (die Vinho-Verde-Region bringt auch Rotweine und Rosés hervor, die natürlich nicht „grün“ sind), sondern die durch eine üppige Vegetation gekennzeichnete Landschaft. Portugals grüner Nordwesten schließt vom nahen Atlantik vor allem im Frühjahr so

vinho verde atlantisch f[r]isch



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Harpers

WINE & SPIRIT TRADES REVIEW

Jan 1 2013, 10:00 AM EST

BEST OF BRITISH



REVEALED: STARS OF UK WINE AND SPIRITS

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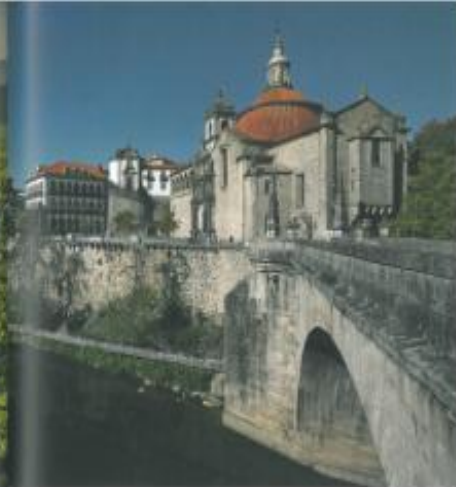
REPORT
Highlights of the world's best wines in IWC 2013



Advertisement feature



Vinho Verde The Next Big Thing?



Growing what grape variety, region or wine style will be 'the next big thing' is a game we all like to play. Head up those who preferred Chardonnay would take off as explosively in the 1990s (or indeed those who formed who filling off a hill just a decade later), and top prizes to those predicting that Gewürztraminer, Albariño or even Pinot de France would all find their place in the sun at some point in the last decade. But one pattern that seems to be the inevitable feature is the more away from 'blockbuster' wines. The British public in particular is making lower alcohol, fruitier styles and wines showing plenty of crisp, fruity finesse as opposed to too much oak, extraction and weight. For

white wines we all know that the ABC club (Anything But Chardonnay) wasn't really about Chardonnay at all, it was about too much oak, too little texture and super-sweet fruit that left wines lacking energy and finesse. But the ABC mentality has shaped the new generation of today's white wine drinkers. It's hard to estimate a single grape variety or wine style being played to be 'the next big thing', then could Vinho Verde be a prime contender? Vinho Verde has taken a singular path through history as a wine with modest alcohol, abundant fruitiness and the lightness of touch that many of today's wine drinkers demand. The only problem was that, for historical reasons, the quality didn't always match up to the promise of the bottle.

Setting the Scene

Vinho Verde comes from a region called the Minho in the north-west corner of Portugal. Its vineyards run north from the Douro River at the city of Oporto, hugging the Atlantic coast until they reach the border with Spain, which is followed by the Minho River. Just across The Minho lies the Spanish wine region of Galicia, and both areas share similar climates and many grape varieties, including the Vinho Verde varieties Alvarinho and Loureiro, aka Albariño and Loureiro when grown in Galicia. The Minho's moderate climate is thanks to its proximity and Atlantic influence, and there is plentiful rainfall in this wonderfully green and

pleasant land. Historically the region was populated by smallholder farmers, growing maize, potatoes, oilseeds and other crops as well as vines. There were tens of thousands of growers, many with tiny plots of land, whose growing grapes to sell to local cooperatives was just one aspect of the business. Vines were trained high to the air, either on elevated pollards or even by winding round trees and draping over high hedges. Though training vines high off the ground in this extremely damp and mild region is beneficial because it minimises the risk of mildew and rot, the reality was that it was not so much quality as local economics that led to the development of these training systems. With

vines trained high, another crop could be grown on the ground below. Commonly maize grows this way are very difficult to tend, and traditionally produced high yields and fruit of highly variable quality.

Vinho Verde today

The traveller through Vinho Verde country today will see that things are very different indeed. The Minho is still a region of extraordinary planted berry, oak and green, it remains for the most part a timeless agricultural landscape. But now the vineyards are much more regulated. Six, tiny plots are still operated into gardens and village squares, but even creation now are increas-

ingly maintained and dedicated vineyards with vines trained on wires and tended with care to ensure ripeness. With careful management of yields, grapes have more concentration and the highest quality. Those taking agronomic photographs of the vines had avoid steep hillside to reach the crop are wonderfully scenic, but the production of Vinho Verde today is as technical and professional as anywhere in the world - possibly more so, as witnessed by the 28 hectares of vines in the research centre run by the Comissão de Vinificação do Região do Vinho Verde (dubiously shortened to CRRV). Here three decades of careful experimentation with vines,

clones, rootstocks and training systems continues to inform and improve today's Vinho Verde wines. While the traditional style of Vinho Verde is still celebrated today - relatively inexpensive whites, low in alcohol, blended from a variety of grapes and with a delicate palate - the quality is much better and more consistent: made from fruit that is truly ripe through better management of the canopy and harvest that are more concentrated through reduction in yields. Vinho Verde's soils are granite, with some bands of slate. The granite is particularly in a way that is prized for the freshness it can bring to white wine grapes, as that aspect is more noticeable.

VINHO VERDE WHITE GRAPE VARIETIES

ALVARINHO
Common across Portugal. Being characteristically peach, banana, pear and citrus, it has a fresh, lively character.

AYZÉ
This variety is the most common in the region. It is known for its high yields and fruit of high quality.

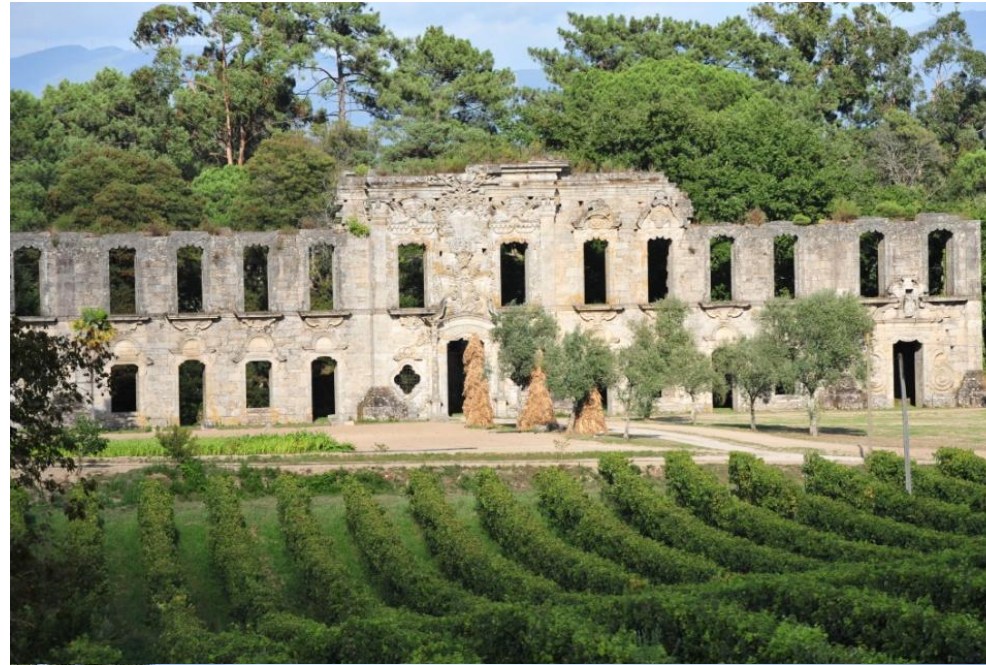
AVUL
This variety is known for its high yields and fruit of high quality.

AVUL
This variety is known for its high yields and fruit of high quality.

LOUREIRO
This variety is known for its high yields and fruit of high quality.

TRAGADURA
This variety is known for its high yields and fruit of high quality.

Visitas à Região dos Vinhos Verdes





Best of Vinho Verde





VINHO VERDE
Não há outro assim



HÁ QUEM
PUXE PELO
PAÍS



Media & Trade Meeting





Media & Trade Meeting



Educational Tastings





VINHO VERDE
Não há outro assim



HÁ QUEM
PUXE PELO
PAÍS



Educational Tastings





Annual Tasting





VINHO VERDE
Não há outro assim



HÁ QUEM
PUXE PELO
PAÍS



Annual Tasting





VINHO VERDE
Não há outro assim



HÁ QUEM
PUXE PELO
PAÍS



Round Tables



Round Tables



HÁ QUEM PUXE PELO PAÍS

ROUND TABLE: VINHO VERDE



Vinho Verde uncovered

Harpers and Vinho Verde hosted a round table to assess the region's potential as a producer of food-friendly wines



Portuguese wines are enjoying a bit of a renaissance in the UK. Suppliers and on- and off-trade buyers are more open to what it can offer than they have been in recent years. But, in the main, it has been Portuguese reds that have been the main focus of attention and column inches.

When it comes to Portugal's white wines, there are more better placed to find a finer foodie in the UK market than the diversity of wines available in Vinho Verde in the north east corner of the country.

To help educate them about the dramatic changes that have taken place both in the region's viticulture and in the marketplace over the past 10 years, and the enormous impact that has had on the quality of the wines being produced, Vinho Verde is conducting a series of round

tables with key figures to discuss the region's potential in what is the second year of a three-year global promotional campaign.

Key to this initiative is addressing the fact that Vinho Verde is far from a "one-trick pony" and is now capable of producing a diverse range of different wine varieties, ranging from the light, fresh, lower-alcohol wines that are so popular in the UK at the moment, to the more adventurous coming out of Monção and Milhão that are not only made to age but are also more than a match for those made by Portugal's classic neighbour across the border.

Marcus Debrais, co-owner & president of Vinho Verde Winechairs Commission, the CVRV, explains: "The challenge now for Vinho Verde is to educate and catch the UK wine trade so that more and more of our wines



VINHO VERDE: FACTS AND FIGURES

- Vinho Verde DO is one of the oldest in Portugal and was first demarcated in 1908
- Consists of 2,000ha of vines, 15% of Portugal's winemaking production
- Has 47 grape varieties, 25,500 winemakers, 600 bottles
- It produces 85 million litres a year on average

MAIN GRAPE VARIETIES

- **White:** Alvarinho, Bialfo, Azeite, Azal, Loureiro, Trincadeira
- **Reds:** Espadeiro, Padeiro, Vinhão

PRODUCTION (2012)

- Sales (€B in 2012): 86% white, 10% red and 4% rosé
- The UK is Vinho Verde's eighth-largest export market; the US is number one, Germany comes second and France is third.

will appear on their lists and this is our main aim for the current campaign. Round table debates are a great way for us to do this, and to get wine feedback to find out how our wines are doing and how they are perceived. Then moving forward the next step will be to focus on the on-trade consumer and to communicate the quality revolution that has happened in our region to them."

Our debate was able to bring key on- and off-trade buyers from around the UK to not only look at the possibilities of Vinho Verde's wines, but how they perform as a food wine with the challenge of going up against the interior tastes, regions and features of premium Japanese food at Chryson, the new City restaurant that is part of the Habakusa table.



ASK THE PANEL: WHAT CAN VINHO VERDE BE A GOOD ALTERNATIVE TO OR REPLACEMENT FOR ON A WINE LIST?

Quality: "Changing our wine list layout so wines are listed according to style has helped Vinho Verde a lot. We've put it in the light, crisp and aromatic section alongside Sauvignon Blanc – people suddenly think it's similar to Sauvignon Blanc, so they buy it. Because of that, sales of Portuguese wines in general have changed dramatically."

Sapargata: "Grande Vallée or Sauvignon Blanc is Vinho Verde's main competitor."

Justin: "Sauvignon Blanc from New Zealand and it also has touches of Muscadet, Pinot Grigio and Gruner Veltliner."

Koch: "Vinho Verde is fresh, clean, young and therefore similar to Muscadet, Pinot or Cabernet. It could also sit with a great Gruner Veltliner."

Thurley: "It's more expressive than Pinot Grigio and also reminds me of Muscadet."

Diaz: "It's a little bit dangerous to pull close to Pinot Grigio because the position [for Pinot Grigio] will go."

Clear focus

How Vinho Verde can best promote itself in crowded marketplace has been discussed by the panelists. For Paul Diaz, training manager and head sommelier at wine distributor Jaxxco's, it's vital the region emphasises the bright, light, approachable nature of the wines, so that consumers are not making decisions purely based on price.

Promoting Vinho Verde as a wine that's "full of aromas, delicious and with a low alcohol content" would be an effective way of helping consumers understand that category, he added, arguing the trade to sell them as "fresh, young but uncomplicated and good value wines – make it simple for customers."

"The new wave of Portuguese wines starting the UK market, including those from Vinho Verde, have been 'a real eye opener' for Oddbins' buyer Ana Sapargata, who said Portuguese sales in Oddbins have been "phenomenal in the past eight months". "I've seen some fantastic quality at all price points," she said, praising the "exceptional price and increasing sales."

"Vinho Verde is a part of Oddbins' new 10-yearing Portuguese range, which includes wines that retail for up to £40, which has been receiving "a really good response from consumers," said Sapargata.

Raising its profile

Claudio Martins, wine manager at the New Street Wine Shops in the City of London, which lists 10 Portuguese wines, believes there is huge potential for Vinho Verde as a demarcation of the diversity and quality that Portugal can offer. Born and raised in Dão, Portugal, he will place it to know. He says "the hardest task is getting to the consumer" and promoting them to initially treat it as a bottle of Vinho Verde wine. Once they have brought it



for the first time, they'll buy one next time, he claimed, as is the case for all Portuguese wines. "They are so underrated," he said.

Christopher Thurley, from its former Hotel and Club, praised Vinho Verde wines for their versatility and quality. "They can be easily mixed with food," he said and that is what makes them so interesting for sommeliers. "They should be associated with food and not just as an appetiser," he said. Dineen Varma Junior MW from Cox Vineyard, agreed. "Explains the position and makes it easier for the different styles," he argued.

Vinho Verde as a region "has huge potential", according to Andre Neves from Etramos, who called on producers to more on grape varieties and sub-regions or packaging. "Look at Vinho Verde as an individual wine with different grapes and sub-regions," he said. Neves also touched on the importance of identifying different trade channels for the different styles of Vinho Verde available. "It's important to have separate on- and off-trade," he said.

Lifestyle wines

The main theme of varieties Vinho Verde produces a "rainy beggling", according to Justin, and so in the world of style, added Neves. "In the upper north you can see wines at 11.95/€16.95, as opposed to the south where you find wines at 6.95/€9.95 – that can

ROUND TABLE: VINHO VERDE

work as an aperitif," he said. For Neves, Vinho Verde offers "low alcohol, easy drinking, refreshing wines" which is exactly what so many consumers are looking for.

Someliers "have a very important job in educating the consumer" and introducing them to "more complex and versatile styles of Vinho Verde", he added.

"The ability for Vinho Verde to get such improvements made to the quality of its wines is a message the trade should be looking at," according to Martins. "We don't go to people and say 'we have a fantastic Alvarinho that's three, four or five years old' – we need to communicate that as well," he said.

While Sapargata recognised "there's many styles [of Vinho Verde] out there", she urged producers to "look at what wine the UK – maybe the UK wine as a whole – style that's different from, say, the US". She Sapargata, producer needs to be able to manage that Vinho Verde is "quality, dry, fresh style".

Reinforcing "the message" is a vital way to grow the awareness of Vinho Verde, added Justin. That's agreed if it's "not overly important to get information [on Vinho Verde] to the trade and to be educated".

Agustin Trepura, head sommelier at L'Escoffier Place, said: "Bright and Vinho Verde clearly has a lot of potential. We need to be educated, to help us sell the wines. I would urge more sommeliers to try Vinho Verde, for sure."

Tried and tested

Vinho Verde can sit particularly well when offered by the glass, according to the panel. One proponent of the approach was Marcus Oxley from the Albert Square City House, who said by the glass wine has been a big in the Manchester-based restaurant. He is also set to introduce Vinho Verde on the list as part of a tasting menu, which Oxley believes will also be successful in getting consumers whose confidence with the variety to them.

Jade Koch, wine consultant who manages the list at Italian specialist Trullo in north London, added that while she believes by the glass sales are an effective way of getting consumers to experiment with Vinho Verde, the key is getting more suppliers to stock wider range of styles.

Trepura said Vinho Verde would be ideal for tasting menus as it was such a versatile food wine. "Tasting menus should be all about experimentation. That is when we push suppliers to offer as something different. Again has been very good in this area. Vinho Verde could be the wine."

The panel agreed that Vinho Verde was ideally suited for a high-end dining on wine list. "Middle-of-the-road pricing is the best place for Vinho Verde to become as the quality creates a lock in it," said Koch.

"There's nothing to stop many shops providing the communication is increased," said Justin. ■

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ROUND TABLE: VINHO VERDE

COURSE ONE

Sashimi and spicy sandwiches

Quinta de Aveleda Vinho Verde Loureiro Alvarinho White 2011 (Alvarinho)
Quinta do Paredão Vinho Verde, Bialfo, Bialfo (red)

Quinta Da Lixa Alvarinho, Loureiro Trincadeira White 2012 (Quinta Lixa)
Boikmann White Colina (Balkmann White Colina)

*** Sashimi is an ideal pairing with Vinho Verde, the panel agreed, with Thirley praising the category's versatility. Oxley added: "The white Vinho Verde with sashimi was amazing."

COURSE TWO

Seafood

Case da Pólvora Loureiro & Bialfo Grande Escavita White 2011 (Quinta da Pólvora) (Quinta Lixa)

*** Quality is a great match with white Vinho Verde, according to Jade Koch, who said "I was surprised the wine managed to hold its own and didn't lose its flavour – a good fit. The sashimi adds oil and cleaning notes, it's a nice point of difference."

COURSE THREE

Salmon, garlic and spring onion roll

Ana Havelmann White 2012 (Quinta do Paredão) (Quinta Lixa)
Quinta do Paredão Alvarinho Trincadeira White 2012 (Alvarinho de Monção) (Portugalia Wine)

Roasted duck, orange miso and celery roll

Morgado da Torre Alvarinho White 2011 (Alvarinho)
Alvarinho (Alvarinho)

Spicy fennel and fennel roll

Estabelecimento 2012 (Alvarinho de Paredão) (Balkmann White, Bialfo Vinho, Loureiro Trincadeira & Bialfo)

*** This course showed that Vinho Verde can be a good match with meat and other sauces, while Thurley said the best wine and food match was with the salmon, garlic and spring onion roll – it was a "pleasing experience and surprising," he said. Justin added that the food had "flavours, brightness and nice high acidity. Neves agreed, labelling it a "unique" wine.

COURSE FOUR

Prime rib

Yoghurt, marinated lamb and vegetables

Quinta de Aveleda Vinho Verde Loureiro Alvarinho White 2012 (Quinta Lixa)
Quinta do Paredão Vinho Verde, Bialfo, Bialfo (red)

*** The match with prime rib was demonstrated to Martin Thirley. Vinho Verde should first look "to the classic customer", such as fish restaurants. Neves agreed, claiming "that would justify the concept and then it could move to other cuisines". For Justin, Vinho Verde is well suited to seafood, Asian and Indian cuisine. "It's a natural fit to match with spicy food."



Round Tables



ALEMANHA Prowein 2014





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In-Store Tastings





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