Esporão to Fly the Flag on Portugal’s National HolidayJune 10 Events Planned in Three Major U.S. Cities

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NEW YORK (PRWEB) May 06, 2019 -- Portugal Day on June 10 celebrates the country and its national literary icon Luís de Camões. This June 10, Portugal’s best-known winery, Esporão, plans to mark the day in three major cities around the U.S. via a multi-faceted campaign directed at trade, influencers and consumers. Core activities include simultaneous trade and press luncheon seminars in San Francisco, Austin and New York, featuring new vintages, Esporão’s extra virgin olive oil and its Sovina Craft Beer, rounded out by a sample program targeting influencers nationwide, and a wine-food pairing event for consumers at Central Markets in Austin.

Portuguese wine exports to the U.S. have doubled in the last 10 years, making it the ninth largest source by value of imported wines in the U.S. The U.S. is now Portugal’s number one export wine market. The speed of that growth has also accelerated, resulting in a upsurge of 50% within the last five years, with Esporão leading the charge in the U.S. since 1992. Blessed with over 250 indigenous grape varieties, a wine culture dating back millennia, and personality-filled wines at every price point, interest in Portuguese wines is hardly surprising. Esporão has been flying the country’s flag for decades, not only as one of Portugal’s top wine companies, but also as one of the country’s best-known ambassadors abroad. Esporão’s wine offerings range from it Quinta dos Murças property in the Douro, to its Herdade do Esporão estate in the Alentejo region, as well as Esporão Olive Oil and Sovina Craft Beer. A leader in sustainability practices, agriculture at Esporão is organic, and expected to be all organically certified by 2021.

On June 10 Esporão will team up with three Master Sommeliers to host simultaneous luncheon seminars in three major cities:

- David Glancy, MS, founder of the San Francisco Wine School, at Uma Casa restaurant in San Francisco;
- Evan Goldstein, MS, President and Chief Education Officer of Full Circle Wine Solutions, at The Bonneville in Austin;
- Alex LaPratt, MS, restauranteur and ASA's Best Sommelier in America competition winner, at Hearth in New York.

In Austin, an ancillary open-to-consumers educational tasting and cooking demo will take place at Central Market. Central Market’s cooking school culinary staff will prepare four Portuguese-inspired recipes, each paired with an Esporão wine.

About Esporão: Founded in 1973 by José Roquette and Joaquim Bandeira, Esporão now sells to 50 countries worldwide, and is one of Portugal’s leading wine companies, producing 15 million bottles a year. Among its best-known offerings are Esporão Reserva and Monte Velho from its Herdade do Esporão home property in the Alentejo. In 2008, Esporão acquired the historic Quinta dos Murças estate (founded 1714). Esporão’s portfolio also includes estate-produced olive oils and Sovina Craft Beer. The company has been a pioneer in eco-wine tourism and land stewardship, starting in 2008 with its ongoing conversion to organic farming practices. This
holistic approach has led to international recognition, including the prestigious “Sustainability of the Year Award” at the “The Drinks Business Green Awards 2013.” https://www.esporao.com/en/
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