



Promotion and information actions for agricultural products in third countries
21st February 2011- 21st February 2014

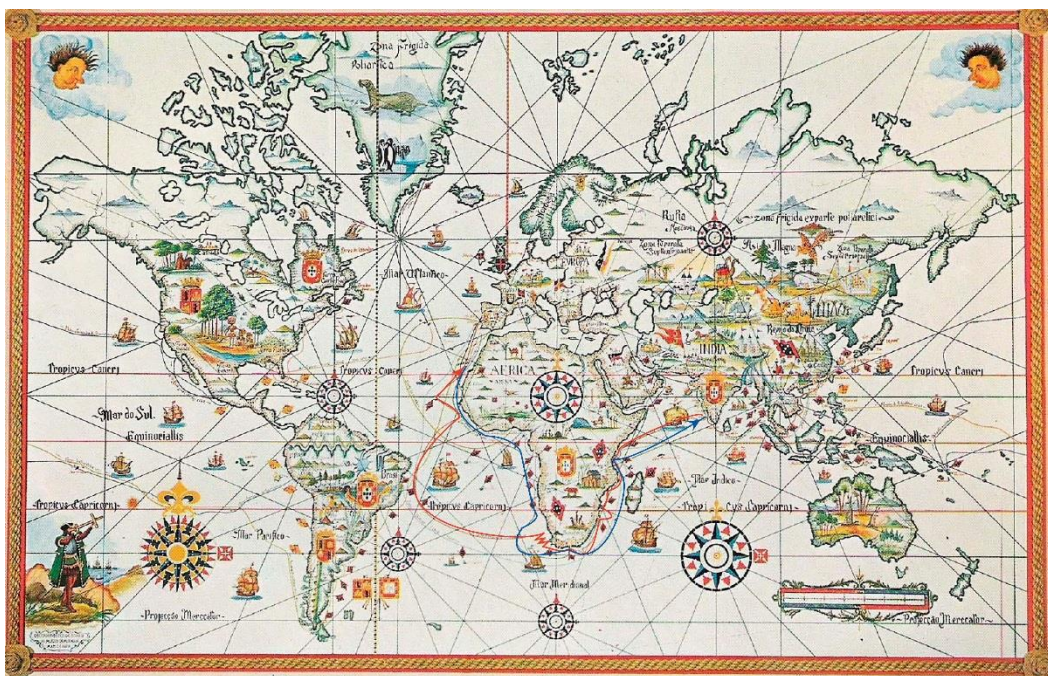
“Vinho Madeira – 500 anos de Historia”

“Madeira Wine – 500 Years of History”

Has been produced for more than 5 centuries
Has been produced for more than 5 centuries



Madeira Wine Communication vectors



- Secular History, has been produced for more than 5 centuries.
- Historical commercial relations with the most diverse markets inside and outside Europe



Madeira Wine Communication vectors



- Demarcated Region of Madeira particularities:
 - landscape; vine varieties; edapho-climatic characteristics; vineyard conduction system, cultural practices; rituals, people.
- A unique Vinification Process
 - Fortification and ageing (Canteiro/Estufagem)



Madeira Wine Communication vectors



.Unique characteristics of the product:

- Complexity
- Exuberant bouquet
- Acidity/Freshness
- Longevity

. A wide range of categories



Madeira Wine Communication vectors



.A great possibility of pairing with the gastronomy of destination countries



Madeira Wine Communication vectors



- Strict certification process that ends with the issue of the Guarantee Seal and the use of the DO
- Defense and Protection of the Denomination of Origin in national and international markets



Target Markets

USA

JAPAN

- Traditional markets
- Relevant market share of the total Madeira Wine exportations;
- Average price per liter is above average;
- Historical relations with Madeira Wine;
- High population density and unexplored.



PROGRAMME STRATEGY

The coverage of the target markets in this programme, takes into account the inability of an approximation by means of actions *above the line* that would require an investment that would not be compatible with the size that the Madeira Wine sector represents.

Thus, the whole project was predominantly composed with Public Relations actions (PR's), which in the the first line were oriented to the wine trade groups investing subsequently on the growth of the distribution network.



PROGRAMME STRATEGY

- Open Tastings, Masterclass, Wine Food pairings
- Workshops/seminars
- PR Media and PR Trade
- Social Media (facebook; twitter)
- Promotional Material and Merchandising



USA TRADE EVENTS

Target cities: New York; Washington; San Francisco; Chicago

Events:

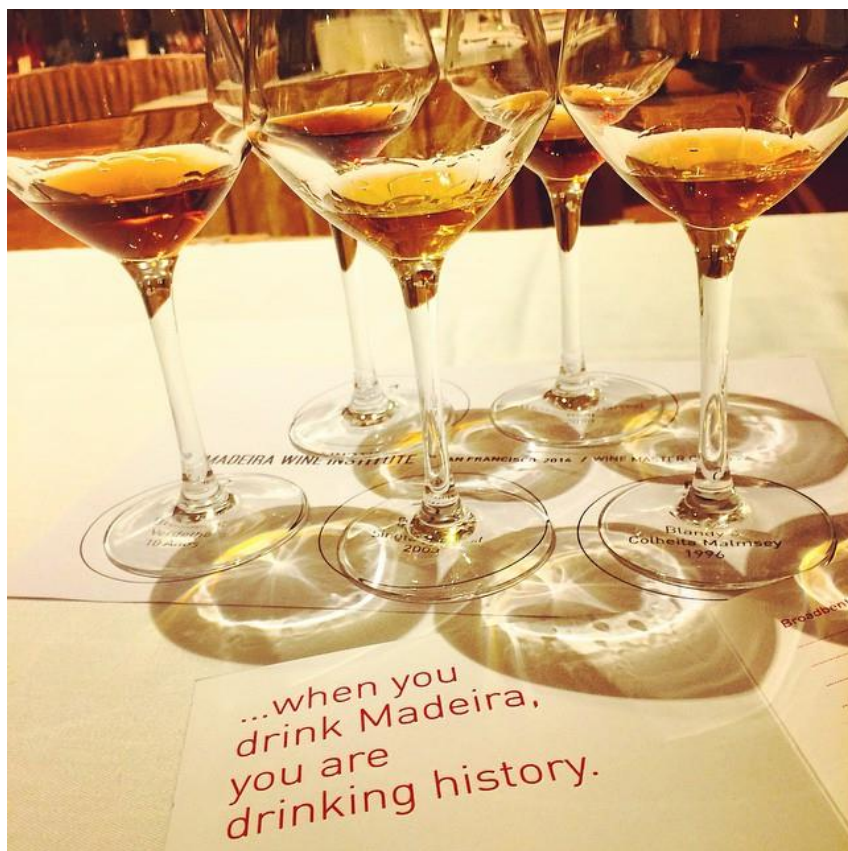
- Open Tastings, circa 180 participants per year;
- Masterclass, circa 80 participants per year;
- Wine Food Parings, circa 30 participants per year;
- Workshops/seminars in Wine Schools or Wine Associations, circa 60 per year;

Venues:

-Capital Wine Scholl; Corkbuzz Studio; Carnegie Library; International Wine Center; California Culinary Academy; Astor Center; Institute of culinary Education; American Guild of Sommeliers, etc.



USA TRADE EVENTS





um vinho com história!

USA TRADE EVENTS





um vinho com história!

USA TRADE EVENTS





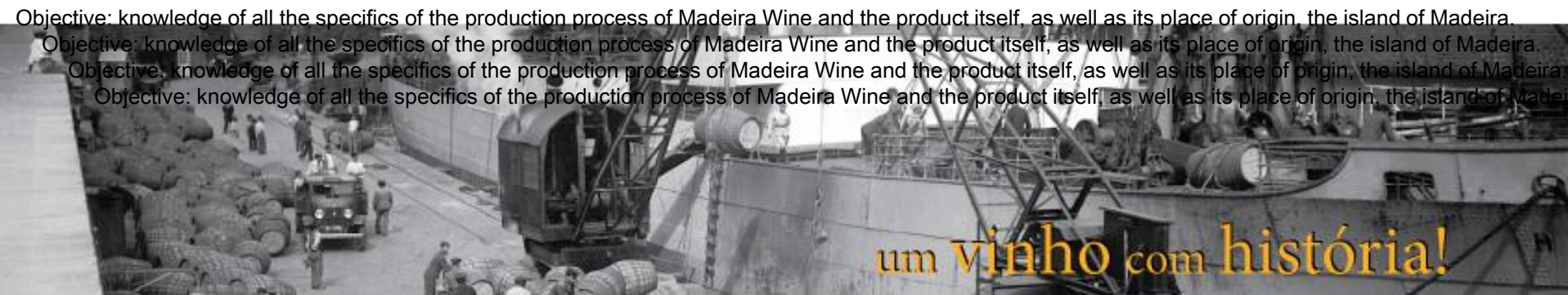
USA TRADE EVENTS





USA TRADE EVENTS





USA PR MEDIA AND TRADE

5 participants each year of the program in a total of 15.

All of them holders of prominent curricula in areas related to the wine and gastronomy sector.

Objective: knowledge of all the specifics of the production process of Madeira Wine and the product itself, as well as its place of origin, the island of Madeira.



USA PR MEDIA AND TRADE





um vinho com história!

USA PR MEDIA AND TRADE





USA PR MEDIA AND TRADE- Press Clipping

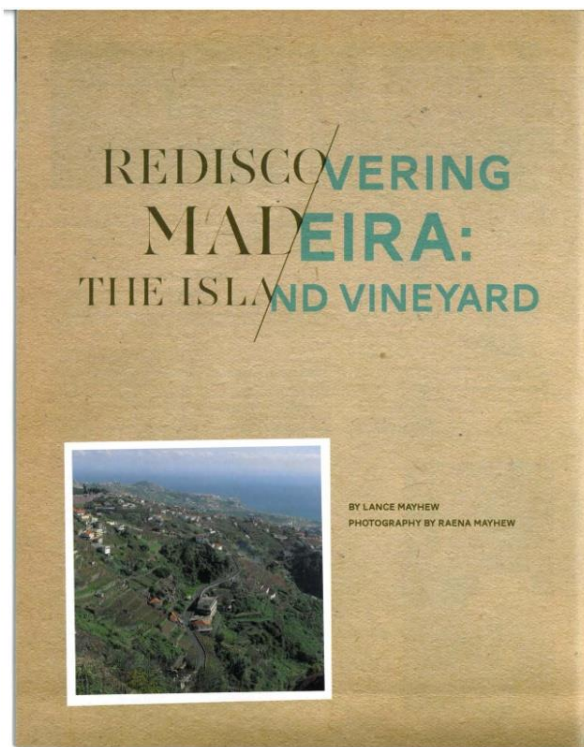
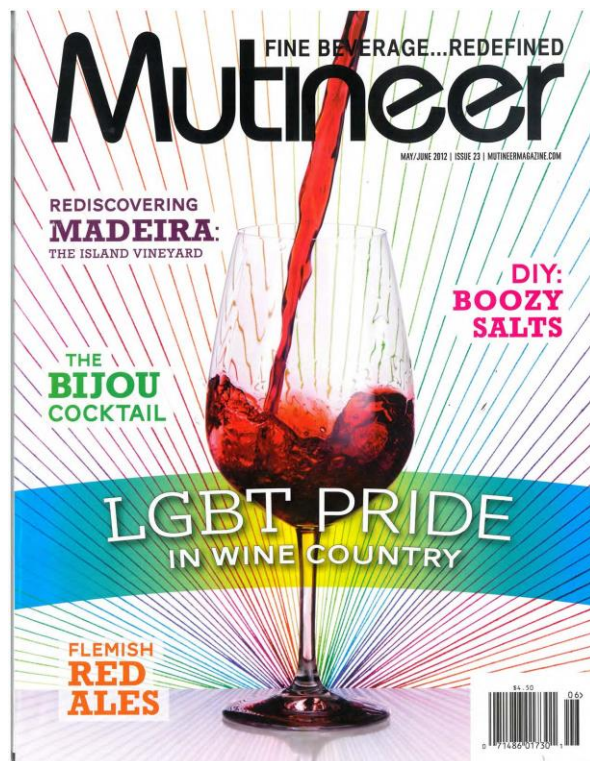


Photo (opposite page)
The view of Fátima vineyards
from Beirao de A. Henrique

Photo (left)
Early bottle storage
Madeira in the cellar of
Madeira Wine Company

replanting traditional Madeiran grapes, the next chapter in the long history of Madeira wines looks exceptionally promising.

Madeira wines played an important role in early European trading and exploration. Madeira was the last stop for supplies and goods for ships before making the transatlantic crossing to the East Indies or America. Ships planning to round the horn of Africa to sail to the Middle East or India also stopped at Madeira to resupply before continuing on their journeys. The wines originally made on Madeira weren't fortified with brandy, they were simply table wines that ships would bring aboard in barrels to drink on their voyages. Water could become contaminated, but wine, with its alcohol content, was a safe way to consume water on long voyages. This need to supply ships on their way to distant lands is what started the original Madeira wine industry. Madeira wines and their reputation grew as merchants shipped these wines to the New World and the East Indies. As these wines traveled through the tropics they experienced high temperatures, something that would destroy other wines. Surprisingly, this seemed to improve the quality of the Madeira wines and soon, Madeira wine barrels were being stored as ballast in the holds of ships traveling to and from Europe. "Vinho da Roda" or round trip wines that had made the trip to the new world and back were highly prized and by the mid-eighteenth century,

17/1725



USA Promotional Material and merchandising

- Press Kit
- Support material for: Open Tastings; Masterclass; Workshops
- Generic Brochure
- Gastronomic Brochure
- Historical Brochure
- Roll Up's and Displays
- Dvds
- Drop stops



USA Promotional Material and merchandising

**A TOAST
TO BE
CONTINUED**

MADEIRA

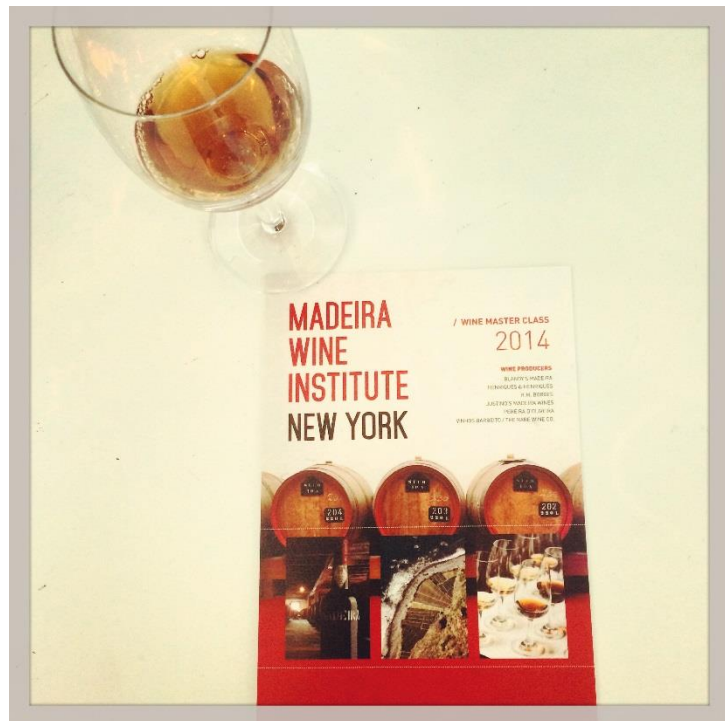
IVBAM
INSTITUTO DO VINHO, DO BORDADO
E DO ARTESANATO DA MADEIRA, IP

IFAP
Instituto de Financiamento
da Agricultura e Pescas, I.P.

**CAMPAIGN FINANCED WITH
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USA Promotional Material and merchandising

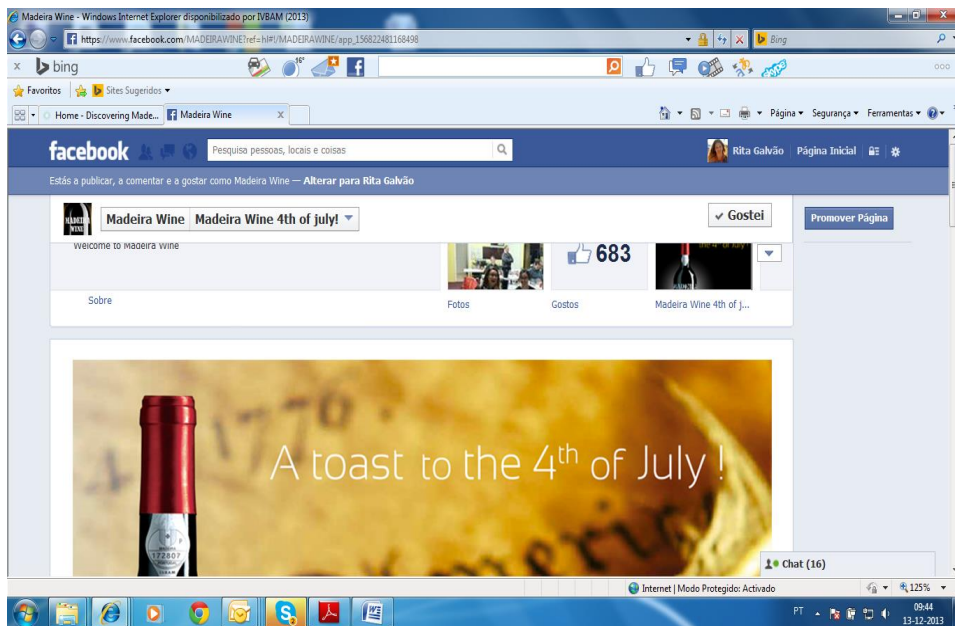


Madeira Wine

1 Verdelho 10YO	2 BOAL 10 ANOS	3 Malvasia 2000 Colheita Single Cask 39 a++
4 Colheita 1999	5 Sercial 15 anos	6 Terrantez 1977



USA Social Media





JAPAN TRADE EVENTS

Target cities: Tokyo; Osaka and Fukuoka

Events:

- Open Tastings, circa 160 participants per year
- Masterclass, circa 80 participants per year
- Wine Food Parings, circa 25 participants per year
- Workshops/seminars in Wine Schools or Wine Associations, circa 70 per year

Venues:

Academy du Vin/Tokyo; Japan Bartender Association; Jiyuagaoka Wine School; etc.



JAPAN TRADE EVENTS





um vinho com história!

JAPAN TRADE EVENTS





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JAPAN TRADE EVENTS



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JAPAN TRADE EVENTS





JAPAN PR MEDIA AND TRADE

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um vinho com história!

JAPAN PR MEDIA AND TRADE





JAPAN PR MEDIA AND TRADE





JAPAN PR MEDIA AND TRADE





JAPAN Promotional Material and Merchandising

- Press Kit
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- Generic Brochure
- Gastronomic Brochure
- Roll Up's and Displays
- Dvds
- Drop stops



JAPAN Promotional Material and merchandising



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JAPAN Promotional Material and merchandising





JAPAN Promotional Material and merchandising

へようこそ
歴史を味わう

Madeira Wine

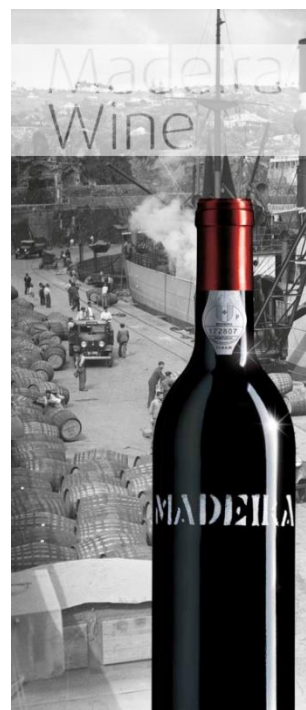


5世紀を超えるマデラの歴史、欧州やロシアの宮廷で愛飲され、アメリカ独立宣言の祝杯に注がれたマデラ、世界史とともに歩み、今もこれからも日々の暮らしの中にあるワイン、それがマデラです。

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歴史を味わう



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JAPAN Promotional Material and merchandising

招待状
マデイラワイン昼食会



FROM MADEIRA TO JAPAN



招待状

VINHOS BARBEITO | ヴィニョス・バーベイト

JUSTINO'S MADEIRA WINES
ジュスティノ マデイラワインズ

MADEIRA WINE COMPANY |
マデイラワインカンパニー

PEREIRA D'OLIVEIRA | ペレイラ・ドリヴェイラ

HENRIQUES & HENRIQUES
エンリケシュ&エンリケシュ

H. M. BORGES, SUICRS., LDA.
ADEGA EXP. DE VINHOS DA MADEIRA
ボルジェス

IVBAM(マデイラ ワイン 刺繍 特産品 協会)は下記のようにマデイラワインと食の組み合わせを楽しむ昼食会を開催いたします。ご参加いただきたく招待状をお送りいたします。

日時: 10月27日(木) 12:45a.m~14:00p.m
会場: リッツ・カールトン東京 パークビュー・ルーム
港区赤坂9-7-1 東京ミッドタウン (地下鉄六本木駅より地下通路直結)

質問等連絡先: basis@rb3.so-net.ne.jp



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REPORT ON THE ACTIONS TAKEN

USA

-Project Expected Value : **€ 419.755,26**

Execution Value: **270.761,76€**

-Financial execution rate: **65%**

JAPAN

-Project Expected Value : **€ 343.408,79**

-Execution Value: **€ 243.967,8**

- Financial execution rate: **71%**



USA ACHIEVED GOALS

2010	2013	variation
Liters		
145.823,25	185.019,25	+ 27%
Euros		
€1.128.398,06	€1.712.031,99	+52%



JAPAN ACHIEVED GOALS

2010	2013	variation
Liters		
217.779,40	273.428,50	+ 26%
Euros		
€1.111.774,57	€1.456.812,82	+31%



Other Relevant Data - USA and Japan

Number of companies directly benefited

- 6 Madeira Wine companies from a total of 7 exporters

Level of satisfaction of the companies

- a) Level of satisfaction– 100% satisfied
- b) Number of contacts made by the companies – average of 60 contats per company for each market



Conclusions

Possibility of promoting quality Community products;

Possibility of greater dissemination of the quality wines produced in a Demarcated Region of Europe;



Conclusions

Through this program, IVBAM had the opportunity to inform and disseminate the Madeira wines as quality wines with recognized genuineness and typicality, properly certified and labeled.

We have informed about history, culture, tradition, vine varieties, climate and soil, flavours and aromas, nutritional value, the production method and the respect for the environment of the European products.



Conclusions

The positive result is evident in the increase in exports to the target markets of this programme, as well as the quantity and quality of professionals who participated in the various actions, which will certainly contribute to an increase of Madeira Wine reputation and awareness.