



WINES OF  
TEJO

*Defined by a river.  
Refined by tradition.*

 WinesOfTejo.com

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 [media@winesoftejo.com](mailto:media@winesoftejo.com)

## **CVR/Wines of Tejo (Portugal) Announces New US Campaign: *Defined by a River. Refined by Tradition.***

--Campaign features trade/media seminars and new communications platform--

(New York, NY, May 11, 2015) – The Tejo Regional Wine Commission, Portugal (Comissão Vitivinícola Regional do Tejo / CVR Tejo) announces the launch of a campaign specific for US trade, media and consumer audiences. The campaign's primary goal is to promote, educate and create awareness for the Tejo region and its distinctive native varietal wines while growing its exports. The Tejo Regional Wine Commission has partnered with Marq Energie (Washington, DC) for US trade and marketing support, in collaboration with The Dilenschneider Group (New York City) as its public relations representative.

The initiative will feature trade and media luncheon-seminars held in four major markets - starting in May 2015. The cities include New York (May 18), Boston (May 20), Chicago (September 14) and San Francisco (September 16). The kick-off event will be held in New York City at Michelin-star Portuguese restaurant Aldea. This intimate educational seminar for a limited number of trade and media will feature 11 wines from Tejo with a focus on the region's indigenous grapes, and will include food pairings prepared by acclaimed Portuguese-American chef George Mendes.

To complement their trade and media educational efforts, the Commission has launched a new communications platform that features a new website ([www.winesoftejo.com](http://www.winesoftejo.com)) tailored for a US trade and consumer audience. Rich in content and images, the new online resource includes maps, technical notes, useful statistics, and marketing materials, all highlighting the Tejo region's distinctive cultural and viticultural landscape. The site will initially feature profiles of 17 wineries that are active in the US or seeking to develop US distribution partnerships.

*Comissão Vitivinícola Regional do Tejo (CVR Tejo), known in the United States as Wines of Tejo, is an organization that oversees the viticultural and vinification practices of over 80 producers from the region. Nestled in the heart of Portugal along the banks of the Tejo River, which stretches from just beyond the Spanish border to the Atlantic Ocean at Lisbon, the Tejo region has been producing wines from native Portuguese varietals since the Middle Ages. The Tejo River's breadth and strength elementally impact the soil and climate of the region, deeply defining the region's terroir. These wines embody the enthusiasm, commitment and collaborative nature of its producers, and reflect the unique terroir and winemaking heritage of the Tejo region.*

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### **Media Contacts**

Joan Brower/Janet Bartucci  
The Dilenschneider Group, Inc.  
Chrysler Building, 405 Lexington Ave.  
New York, NY 10174  
Tel: 212-922-0900; Fax: 212-922-0971  
[tejo@dgi-nyc.com](mailto:tejo@dgi-nyc.com)

### **Trade Contacts**

Julie Peterson/Allison Slute  
Tejo Regional Wine Commission - US Office  
1025 Thomas Jefferson St. NW, Suite 420E  
Washington, DC 20007  
Tel: 202-499-4264  
[tejo@marqenergie.com](mailto:tejo@marqenergie.com)