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WINES OF PORTUGAL IN THE USA





TOPICS FOR DISCUSSION

- **Covid 19 impact in consumers**
- **Be more selective choosing an importer**
- **Ensure that public relations (PR) agency efforts are more focus on consumer media targets in addition to the trade**



TOPICS FOR DISCUSSION

- **Consider allocation of some advertisement resources to consumers media publications, such as:**
 - **Food & Wine Magazine**
 - **Bon Appetit Magazine**
 - **Food Network magazine**
 - **VinePair (Website)**
 - **Food Network (TV)**
 - **Cooking Channel (TV)**
- **Consider social media advertising in the US to directly target consumers who are interested in wine**



THANK YOU

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