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Portugal's Largest Wine Event Returns

Global Wine Buyers Flock to Portugal

Monday, October 14, 2024



The "Grandes Escolhas | VINHOS & SABORES" fair, Portugal's largest wine event, will take place from October 19 to 21, 2024, at the Lisbon International Fair (FIL) in Parque das Nações. The event will highlight the internationalization of Portuguese wines and the growing importance of wine tourism. Supported by Turismo de Portugal and ViniPortugal, the fair will feature importers from 14 countries seeking to discover Portuguese wine producers and explore wine tourism offerings. Pavilion 1 will open to

the public at 3:00 p.m. on Saturday, October 19, with an official opening scheduled for 5:00 p.m.

Visitors will have the chance to meet producers, taste wines, participate in expert-led tastings, and attend live cooking demonstrations by renowned Portuguese chefs. The event caters to both wine enthusiasts and industry professionals, with special sessions and opportunities to purchase wines directly from producers. For professionals, the fair will also host a Colloquium on Wine Tourism on Monday, October 21, a day dedicated exclusively to the wine trade.



This year's fair will be marked by the participation of international buyers from key export markets, including Brazil, the USA, and several European countries, providing a platform for producers to strengthen global connections. Business meetings between producers and importers have been organized to facilitate these exchanges.

A notable feature of the fair will be the live cooking sessions on October 19 and 20, where chefs from Michelin-starred restaurants and other renowned kitchens will prepare dishes and pair them with regional wines. On the weekend, wine lovers can

attend "Provas Especiais," a series of exclusive wine tastings featuring rare and historic wines. These tastings require pre-registration and are priced at €50 per session, with discounts for multiple bookings. The "Escolha da Imprensa" competition results, judged by media professionals, will be announced on October 19, revealing the top wines from nearly 500 entries.

Tickets for the event, including tasting sessions and day passes, are available online through Ticketline or can be purchased at the venue.