

## Brazilian Wine Makers Showcase their Spirit in San Francisco and NY

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Leading wineries of Brazil will host their first West Coast tasting on September 12, 2007, in partnership with Patterson's The Tasting Panel Magazine. The tasting will showcase a complete selection of red, white and sparkling wines from Brazil's leading wine producers.

The event to be held in the city of San Francisco, in northern California, will offer media and trade a unique first look at Brazil's wine portfolio, still unknown to most people.

The tasting will take place at Espetus, a Brazilian Churrascaria located in the heart of San Francisco.

The San Francisco happening marks the launch of the second wave of promotional activity in the U.S. market by Brazilian wineries. The following week the focus will shift to the East Coast where key New York events include a seminar and sit-down tasting for media and trade at the Consulate General of Brazil in New York, and consumer wine dinners at leading Manhattan Churrascaria Restaurants.

Wines of Brazil continue to gain momentum in the wine world as they earn international recognition and praise. Brazilian wines offer a unique combination of New and Old World attributes.

The wines capture the history and tradition of Portuguese, Italian, Spanish and German immigrants, combined with an emphasis on new vineyards, proven techniques, and a fresh approach towards viticulture and winemaking.