



SUMMARY

Journalist and Wine Critic **MARCELO COPELLO** is one of the main opinion formers in the Brazilian wine industry. Elected the **best and most influential wine journalist of Brazil** by Meininger's Wine Business International magazine in 2009. Author of 4 successful books, Copello writes in several publications and is totally **EXEMPT**, not keeping any commercial relationship with importers, vineyards, stores or any other wine-trade enterprises.

IN DETAIL

MARCELO COPELLO is one of the main opinion formers in the Brazilian wine industry, internationally acknowledged as one of the main Brazilian *wine writers*. Copello is totally **EXEMPT**, not keeping any commercial relationship with importers, vineyards, stores or any other wine-trade enterprises.

“BEST JOURNALIST”

Meininger's Wine Business International magazine is the most respected publication on wine business. In August 2009 elected Copello as the “Best journalist” and “most influential wine journalist in Brazil”. The complete report can be read in

www.mardevinho.com.br/uploads/2009/09/mwbi_409_p52-53_whois_brazil.pdf

PRESS-RELEASE

- Founder and ex-chief editor of **ADEGA** (Cellar Magazine, released in 2005), the most important wine magazine in Brazil, nationally sold and a market leader
- Columnist of **Revista de Vinhos** (Wine Magazine - Portugal) since 2003, being the first Brazilian to have a wine column in Europe
- Columnist of GOSTO magazine.
- Columnist of www.Enoeventos.com.br website
- He has already contributed to several publications and specialized websites, having also participated in several articles about wine, namely: **Veja, Gula, Prazeres da Mesa, Jornal do Brasil, O Globo, Saborear, Menu, Bom Vivant, Playboy, Época, Vinho Magazine, Rádio CBN, Sexy, VIP, Forbes.**

BOOKS

- Author of 4 successful books:
 - “ O Vinho para quem tem Estilo” (“Wine for People of Style”) – Editora IBPI Press, 2000
 - “ O Diário de um Náufrago em um Mar de Vinho” (“Diary of a Castaway in a Sea of Wine”) – Editora IBPI Press, 2001
 - “ Vinho e Algo Mais” (“Wine and Something Else”)– Editora Record, 2004
 - “Os sabores do Douro e Minho” pela editora SENAC-SP, 2009

**** - In dezembro de 2009 the book “Os Sabores do Douro e do Minho” has received an international prize, as “Best book on european wines”, by GOURMAND WORLD COOKBOOK AWARD, in Paris.**

- His third book, “**Vinho & Algo Mais**”, was the first Brazilian wine book to be indicated to a literary award - **JABUTI**
- First Brazilian *wine writer* to be translated, with the release of “Vino & Algo Más”, in Argentina and in Chile, by Editora Caviar Bleu
- His fourth book will be released in 2008, “Os Sabores do Douro e Minho” (“Flavors of Douro and Minho”), by Editora SENAC-SP
- Author of the wine course in fascicles “Vinhos do Mundo – Adega VEJA” (“World Wines – VEJA Cellar”), by Editora Abril
- Contributor to the Larousse Encyclopedia of Wines, Editora Brasil, published in 2004, author of chapters “Australia” and “New Zealand”
- Contributor to the Houaiss Dictionary, most important dictionary of Portuguese language, at the entry “wine”.

TV, VIDEO

- Host of the program “Vinho & Algo Mais” of VARIG-TV (2004 to 2006), shown in international flights of this company, registering 150 thousand monthly watchers of classes A and B

- Host of the program “Vinho & Algo Mais” on TV-JB in 2007 (Open TV, registering 20 million homes), where it registered 1 point at IBOPE (Brazilian Institute of Public Opinion and Statistics), second highest audience of all the channel.

INTERNET

- Edition of the site <http://www.mardevinho.com.br>, since 2000
- Copello’s video about “sabrage”, at You Tube, has already been visited by thousands of people.

JUROR IN CONTESTS

- Juror in important national and international contests, such as:
 - World Contest of Brussels (2007)
 - National Contest of Sommeliers (2006)
 - Expovinis Brazil (biggest wine fair in the American continent) (2006, 2007, 2008, 2009)
- Juror of restaurants of **Veja Rio** Magazine (2004, 2005, 2006 e 2007)
- Juror of wines of **Prazeres da Mesa** (2003) and **Gula** magazines (2002, 2004, 2005, 2006 e 2007)
- Guest taster of the Brazilian Association of Oenology, for the National Evaluation of crop wines, in Bento Gonçalves – RS (2002) and in Rio de Janeiro (2007)

TECHNICAL TRIPS AND TASTINGS

- Copello has participated of technical trips to several countries and regions, having been a guest to more than 500 wineries, and keeping close contact with oenologists and agronomists. Such visits have deepened his knowledge of viticulture in countries such as France, Portugal, Italy, Spain, Australia, USA, Chile, Argentina, Uruguay and Brazil
- Copello technically tastes about 5,000 different wines yearly.

CLASSES, EVENTS

Lecturer since 1995, Copello has ministered hundreds of **courses, lectures and tastings** in Brazil and abroad, in Portuguese, English and Italian. Copello has created a portfolio of courses and lectures in order to attend to a variety of audiences, from professionals of the milieu to final consumers, and even to companies that wish to tighten their relationship with clients and partners through wine.

Copello is very requested for his particular approach, demystifying wine and mingling it with other forms of culture, such as music, cinema, fine arts, etc.. Besides lectures and traditional tastings, he offers a more innovating line of events, such as “**Tasting Sex & the City**”, “**Tasting Sinatra**”, or concerning themes of his new book (Vinho & Algo Mais), such as “**Wine & Music**” (in several

forms, from classic to jazz and hip-hop), “**Wine & Erotica**”, “**Wine & Literature**”, “**Wine & Cinema**”.

- Guest Speaker of several entities such as SENAC-RJ, Uni-Rio e Universidade Estácio de Sá.
- Teacher in Wine MBAs of Fundação Getúlio Vargas-RJ and Universidade Candido Mendes

Entrepreneurial Clients: Citibank, Embratel, Mapfre Seguros, Brasil Telecom, Intelig, VARIG, Hospital Samaritano, Casa de Saúde São José, UNIRIO, Expand, Zahil, IFF Essências e Fragrâncias, Universidade Estácio de Sá, SENAC-RJ, Garcia & Rodriguez, Grand Hyatt-SP, Austrade, DIAGEO, SOAVES, Casa do Saber, Barrashopping, Casashopping, Rio Design Center Leblon, Universidade Cândido Mendes, ACAV, TNAX, Festival de Lavras Novas, INC (International Newcomers Club, CIAMPA-Marinha do Brasil, Austrália Festival (Hyatt-SP), Festival do Café –Vassouras, Encontro de Pedra Azul (ES), Winter Wine – Campos do Jordão, Harmoniza Rio, Grande Hotel Senac (Campos do Jordão), L’Oreal do Brasil, FETRANSPOR, Porto a Porto, Vinea Store, Exdpend.

OTHERS

- Vice-President of SBAV-RJ – (Wine Friends’ Society), national entity based in Sao Paulo since 1980 (Rio de Janeiro house opened in 2007)
- Charity wine auctions that benefited Casa Maria de Magdala and Casa de Padre Pio in 2007 and 2009
- Member of the Oenophiles’ Fraternity of Alentejo, in Portugal
- Member of the Oenophiles’ Fraternity of Alentejo, in Bairrada
- “Marcelo Copello” is entry of **Danusia Bárbara** Guide, the most important Brazilian guide of restaurants and akin
- The entry “Marcelo Copello” fills in about 40 pages at GOOGLE site, making him one of the most important references and information sources about wine in Brazil.

ACADEMIC QUALIFICATIONS

- Brazilian Association of Sommeliers (ABS-RJ) – joined in 2005 and has attended all the courses offered by this entity
- Graduated in Informatics by Pontifícia Universidade Católica do Rio de Janeiro (PUC-RJ) – 1990
- Post-graduated in Business Management (emphasis in Marketing), by the Center of Entrepreneurial Studies of **Faculdade Cândido Mendes**, in Rio de Janeiro, 2005.
- MBA in Telecommunication Management, by Fundação Getúlio Vargas (FGV), in 2000
- More than 30 Information Technology courses completed, besides several others in areas such as Accounting/Financial and Total Quality
- Fluent in English and Italian languages

EXEMPTION

Copello has never had his name associated to any brand or product, being totally independent and **EXEMPT**. He does not keep any kind of commercial relationship with importers, vineyards, stores or any other wine-trade institutions.

CONTACT

mcopello@mardevinho.com.br