

Casino da Figueira reopened with new thrills

The Casino da Figueira reopened totally refurbished, but still containing the soul of olden times! All of the work, which cost 10 million euros, was completed in just 300 days. This refurbishment of the casino provides the Sociedade Figueira Praia Company with a product of the highest quality from a European perspective, in which innovation, with respect for tradition, is the "cornerstone".



José Luís Arnaut and Américo Amorim

The old Peninsular Casino, which replaced the Saraiva de Carvalho Theatre-Circus, was created in a building dating back to 1884. Now, this alteration to the building, the exterior project of which was designed by the architect Jorge Albuquerque, and the interior project by the Dutch architect, Winjand Plasier, is based on art. Miguel Cândia Martins, the architect who was in charge of the project that revitalised the Champs Elysées in Paris, took up the challenge of designing the new restaurant-bar.

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APPRA – Interprofessional Association for the Promotion and Defence of the Lineage of the Alentejan Breed of Pig

The aim of APPRA, the Interprofessional Association for the Promotion and Defence of the Lineage of the Alentejan Breed of Pig, is to be the first interprofessional organisation devoted to providing dynamism to the lineage of the Alentejan breed of pig.

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The first quarter of 2004 provides the stage for us to once again bring you the news on the companies forming part of the Amorim Group.

The real estate sector provides very positive indicators, with innovative projects that have exceeded market expectations.

This edition also provides opportunity for us to inform of the reopening of Casino da Figueira, a notable triumph that produced an unforgettable opening night.

In the tourism sector we spotlight the "Worldwide Hospitality Awards", which distinguish the most innovative marketing initiatives in the hotel industry.

In the meantime, our name, in international business fairs in a number of different sectors, continues to make a mark.

To close, we make reference to Unibroker for achieving quality certification in accordance with the ISO 9001:2000 Standard.

These and many other items of news can be found in the pages that follow. We would like to thank you for your lending us some of your time and we hope to have you with us again soon. Goodbye, until then.

Credits

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Casino da Figueira reopened with new thrills

The project combined modernity with nostalgia for the past. All innovation that is implemented in the space is constant in the fact that it brings back to life its 100 year history. The first visual interaction with the extraordinary environment, which continues in the interior, is provided by four noble façades and an enormous expanse of glass encircling the entire building!

The Páteo das Galinhas, reflected in the traditional Portuguese cobblestones, the natural light, the viewing transparencies and the different stylized scene recreations, is reminded.

The entrance floor has been totally handed back to the customers. It is on this floor that the operational activities of the casino occur, namely gaming, restaurants and entertaining. In this manner, the refurbished casino brings new life back to an area suffering from population desertification.

Another new point of note of this “new” facilities is that the rooms intercommunicate, which mirrors the new management concept for casinos currently being implemented on an international scale.

The first floor is an open and multi-purpose area, which can be used to host trade and art exhibitions.

The basement has four new areas for meetings and a 300 person capacity auditorium, all of which are equipped with the latest technology and multimedia tools.

The sea “invades” the restaurant-bar!

The restaurant-bar, which stands apart for its originality and beauty, is located in front of the machine room, where the slot machines border the betting games room. The theme of the restaurant-bar is based on Figueira da Foz beach. 25,000 shells provide the illusion of being at sea to the 130 places. It is also in this area that live concerts are held.

This area provides a view of the hall, with its glass walls and a glazed curtain that consumed 180,000 pearls in its manufacture, and one part of the area can be totally opened to the casino’s hall.

The renovation of this distinguished complex in Figueira also takes on added importance at this present time, in which the economic outlook is not at its best. Rui Alegre explained the reasons behind the Sociedade Figueira Praia Company’s investment: “It is at the most difficult of times that one should be clearly aware of where and how to invest. A sense of change must exist, as well as a sense of providing for customer and shareholder satisfaction. And, when gambling suffered a considerable drop in income on a worldwide scale, of around 2%, the Sociedade Figueira Praia Company had the capacity to increase its turnover by close to five percent. For this current year we have forecast that this growth trend maintains, at the very least, that same level.”

For Rui Alegre, Casino da Figueira does not just imply another investment. But it means “... knowing what our roots are. The casino will bring back many of our memories of bygone times. The architecture, the design, the atmosphere, the environment provide the proof that history has to last!”

An unforgettable gala...

The reopening of Casino da Figueira was marked by a very special gala that started with a circus act, in commemoration of the building’s origins with the Saraiva de Carvalho Theatre-Circus.

This was followed by Simone de Oliveira (who had previously worked as the presenter for the casino’s shows). She sang her own version of “Figueira”, an original song from the song festivals that were a constant reference during the summers of the sixties in Figueira da Foz.

Maria João and Mário Laginha were the gala’s next act, entertaining the audience with their beautiful and original songs.

The night closed with Fado, supplied by the unique talent of Carlos do Carmo. This performance, in the room filled to capacity, charged the audience with emotion.

Some of the notable figures who attended the opening night:

The Amorim family (Mr. Américo Amorim, Mrs. Fernanda Amorim); Mr. Fernando Matos; Mr. Rui Alegre; Mr. António Amorim; Mr. Duarte Silva (Mayor of Figueira); Mr. José Luís Arnaut (Minister Assistant to the Prime Minister); Mr. Paulo Pereira Coelho (member of parliament); Mr. Luís Correia e Silva (Secretary of State for Tourism); Mr. Pereira Costa (member of parliament); Ms. Teresa Machado (councillor in charge of Culture, Figueira Municipal Council); Mr. Vítor Pais; Mr. Carlos Cardoso (former director); Mr. José Alberto Amorim; Mr. Neves Costa; Mr. Reinaldo Lassarté (Ambassador of Cuba); Mr. Daniel Santos (Chairman of Figueira Municipal Assembly); Mr. Fernando Alves do Vale (Businessman); Mr. Plasier (one of the refurbishment works’ designing architects); Ms. Simone de Oliveira; Mr. Carlos do Carmo; Ms. Maria João.



1 Mr. and Mrs. Arnaut and Américo Amorim



2 Rui Alegre, Reinaldo Lassarté and Fernando Matos



3 Gabriela and Mário Cardoso, Irene Alves do Vale, Américo Amorim and Fernando Alves do Vale



Simone de Oliveira

Amorim & Irmãos

- Strong Presence in Key Market Events



1



2



3

Amorim & Irmãos attained a strong presence in both Enomaq and Simei, the two most important wine and equipment trade fairs in Spain and Italy, respectively. With a combined attendance of approximately 70 000 visitors from over 100 different countries, these events represented an important contribution to strengthening the role of Amorim & Irmãos as the undisputed world market leader.

Existing and potential clients visiting both stands obtained updated information on strategic issues such as client-supplier partnership capabilities, production and technology advances, as well as new product information. In addition, visitors showed a keen interest in key R&D projects such as the new ROSA system. Resulting from an encompassing, multi-year research effort by Amorim & Irmãos, the ROSA system has revealed effective anti-TCA properties. In the past few years, the fight against TCA has joined both winemakers and cork suppliers world-wide in an enormous effort to defeat the problem. With average reductions as high as 80%, Amorim's ROSA system is the only anti-TCA procedure that has obtained multiple, scientific validations issued by some of the leading international food and wine laboratories.

1 Visitors to the Simei stand enjoy a moment of Amorim hospitality.
2 A general view of Amorim's stand at the trade fair held in Milan, Italy.
3 Amorim's presence at Enomaq 04, in Zaragoza, Spain.

Amorim Revestimentos at Domotex 2004



"Cork flooring - the modern alternative to conventional flooring" – was the slogan used by Amorim Revestimentos for its presence, once again, at Domotex, the largest fair in the world for flooring, which is held every year in Hannover, Germany. Amorim Revestimentos, which had a 200m² stand, displayed its Wicanders, Ipcork and Corklife brands.

Domotex was held from 17th to 20th January and contained 1152 exhibitors, who displayed their products and services to more than 46,000 visitors.

Amorim Revestimentos' stand at the fair was considered by the speciality press and the visitors to be an enormous success, which confirms the strong presence that the Company has in this market.

Amorim Footwear Summit

The Amorim Footwear Summit was held on 15th, 16th and 17th January. It included a number of events, the most noteworthy of which were Mocap 52 and a conference, entitled "Manufacturing in Europe – Adapting to survive".

The official opening of Mocap 52 was celebrated with an Honorary Port offered by Burmester. A number of important figures were present at the ceremony, including the State Secretary for Industry, Commerce and Services, Mrs. Rosário Ventura.

At this large footwear fair, Amorim Footwear publicised its international partnerships that have only reconfirmed its backing of the development of new products and cork applications for the footwear industry.

The speaker at the "Manufacturing in Europe – Adapting to survive" conference, promoted by Amorim Footwear for its customers and partners, was Philip Lattaway, editor of the footwear magazine, "World Footwear", who set out the important challenges for companies of the sector.

The Amorim Footwear Summit was also the stage for other important events, such as the training session given by the Footwear Technology Centre to all of Corticeira Amorim-Indústria's sales force and the meeting that was held to analyze and discuss sales, budgets, R&D, etc.

New business concept

Amorim Footwear, the skills centre of the Amorim Group for the footwear sector, faced with the constant need to innovate in performance and fashion terms, made public its new strategic positioning in relation to marketing. This is based on greater investment in the Footcork brand, in human resources and in international technological partnerships.

In this vein, cork, via a broad range of initiatives, will assume an important position in the national and international footwear sector.



Unibroker – Certified Company

Unibroker was the first company in its sector to obtain the ISO 9001:2000 Standard certificate of quality. This feat was achieved in December 2003.

This process, which demonstrates Unibroker's concern with quality and service, required the uniformization of practices and the formal pledge to adopt an approach rooted in the implementation of continuous improvement. In this vein, the principal objectives of the company are to obtain a more effective internal organisation and provide a service of excellence, through the optimization of the management system and the redefinition of work processes.

It is a fact that the insurance broking sector is increasingly more competitive, with growing levels of demand. For this reason, the company's investment in the quality certification derived from the need to go with market trends and evolve to more professional level in the provision of the services of insurance brokerage and consultancy.

Through this, Unibroker aims to continue to strengthen its presence in the market as an organisation capable of exceeding its customers, partners and employees' expectations.



APPRA – Interprofessional Association for the Promotion and Defence of the Lineage of the Alentejan Breed of Pig



The aim of APPRA, the Interprofessional Association for the Promotion and Defence of the Lineage of the Alentejan Breed of Pig, is to be the first interprofessional organisation devoted to providing dynamism to the lineage of the Alentejan breed of pig.

APPRA has a total of 33 founder members. Noteworthy among these is the nucleus of oak grove property holders that accounts for more than 90,000 hectares, the Gastronomic Fraternity of Alentejo, represented by Manuel Fialho, various processing companies such as Barrancarnes, Boleta Barranquenha, Pata Negra and Catete and the important distributor, Aviludo.

Thus, APPRA intends to innovate in and add a dynamic component to the integration of the entire pedigree and, from an interprofessional viewpoint, promote the synergy that exists between associated members, which may have an input in the various pedigree phases via: a) the number of hectares of oak grove; b) open spaces for extensive foraging; c) the provision of slaughter and carving services by approved slaughterhouses; d) and even the processing and marketing of the products originating from the Alentejan pig.

APPRA essentially exists to guarantee the authenticity and to preserve the genetic heritage of this breed, through the adoption of a strategy of economic and sustainable development of the Portuguese oak groves, continuously and consistently improving the organoleptic and end quality of the products, based on a distinguishing and aggressive marketing and promotion plan.

Portugal, which is presently the world leader in the cork sector, possesses 1,125,000 ha of oak grove – 400,000 ha of Holm oak and 725,000 of cork oak. This unique ecosystem covers an immense area, with perfect climatic conditions for the forest and, consequently, an excellent fruit is produced, the acorn. However, only 10% of the forest is dedicated to the raising of

Alentejan pigs.

We possess all of the conditions to produce “the best smoked ham in the world” and, above all, an enormous growth potential, increasing the range of Portuguese brands available in foreign markets, alongside the huge range of cheeses and other gourmet products, as well as port.

High quality raw materials exist, there are businessmen willing to invest and there is the international market to exploit, in which the demand for quality products is huge and growing trends for natural and ecological products are evident.

This is the challenge and we are the ones that must make the difference!

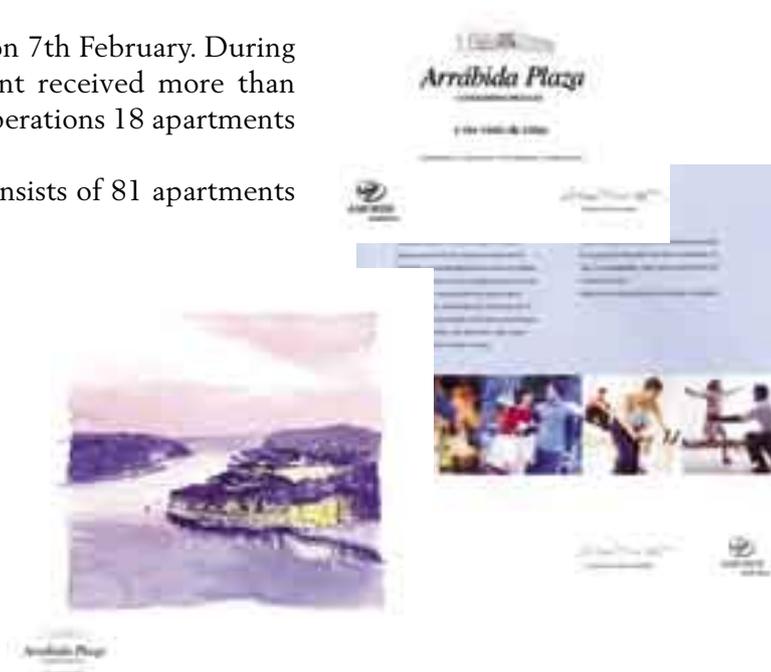


Arrábida Plaza

The market launch of Arrábida Plaza was held on 7th February. During the launch weekend, the property development received more than 100 visits and by the end of the first month of operations 18 apartments had been sold.

Amorim Imobiliária's property development consists of 81 apartments with between two and five bedrooms. The property development has a show apartment. The front of the site is decorated with an advertising hoarding that, due to its size, does not go unnoticed by passers-by – at 1000 m² it is one of the largest advertising hoardings in Portugal!

Thus, Arrábida Plaza concludes the various property developments that constitute the Arrábida Residential and Leisure Condominium, which consists of Arrábida Shopping, Holmes Place, a Mercure Hotel and a Studio Residence development.



Imediata develops project for Lisbon Municipal Council



Imediata has just finished the development of a project for the Administrative Modernisation and Information Management Department of Lisbon Municipal Council. The project consisted of the supply of seven multi-media kiosks providing intranet access to the council's site.

This new form of communicating and of providing access to a huge variety of information, which was previously not available to all employees, has produced positive results.

The kiosks that have so far been installed are located in different buildings and departments of Lisbon Municipal Council: in Lúcio de Azevedo, Olivais, Campo Grande and Boavista. More kiosks are expected to be installed in the near future in Alcântara, Castilho and also in the Lisbon Mayor's Offices.

Amorim's New ROSA System Presented to Top Spanish Winemakers



The event held in Madrid was attended by more than 200 delegates from some of Spain's top wineries.

ROSA, Amorim's new anti-TCA system, was presented to Spanish winemakers during a sold-out event held in Madrid on 15th of January, 2004. The technical seminar, organised by Spain's Ministry of Agriculture and the Foundation for the Culture of Wine, was attended by over 200 winemakers and quality managers from all wine producing regions of this key Amorim market.

In addition to Miguel Cabral, head of Amorim's R&D Department, the event also featured technical presentations by scientists from France's Excell Laboratories and Spain's University of Leon. During the one-day seminar, speakers and delegates discussed the latest advances surrounding the identification, control and treatment of several key wine faults.

Given the keen interest demonstrated by winemakers, the Foundation for the Culture of Wine, a non-profit organisation sponsored by top Spanish wineries such as Vega Sicília, Marqués de Riscal, Codorníu and Julián Chivite, will be holding a second seminar on the topic of wine faults. The additional event will take place in Madrid, April 29, 2004.

Casino da Figueira receives EURO 2004

Casino da Figueira is prepared to welcome the many tourists that will visit the region and the city of Figueira da Foz during Euro 2004.

In addition to the sponsorship that Casino da Figueira gives to Académica de Coimbra, União de Leiria and Figueirense Naval 1º de Maio football clubs, as well as its sponsorship of the Beach Football World Championships, it continues to strongly back sport and all those that support it.

Sociedade Figueira Praia, the concessionary company of Casino da Figueira, will accompany EURO 2004, through the installation of giant plasma screens and the creation of football theme areas where the important games can be seen and where some of the invited stars can be met.

Some teams will also visit Casino da Figueira, in addition to the fact that the international show on stage in June shall specifically make reference, in choreographic terms, to this sporting event.

From an advertising standpoint, Casino da Figueira will be equally present, given that it believes in the importance and indirect success of this football competition, which allows our country to advertise itself abroad.

PAPERWORLD/PREMIERE 2004

– new organisation, new collection, many contacts

Corticeira Amorim-Indústria (CAI) once again took part in the Paperworld/Premiere fair that was held in Frankfurt Am Main in Germany, between 31st January and 4th February.

Each year, this fair welcomes companies from all over the world attached to the visual advertising, paper and office equipment industries. New collections and market trends are made public at this fair, and an initial evaluation of the main world players of the sector is made.

CAI made public its new range of memo boards, Cork Nature. Using the slogan "Communicating with Cork" the two collections were presented to the public: Silver and Wood.

The Silver collection is composed of cork boards, magnetic boards, combined boards, also called techboards (boards with a magnetic net that allow pins and magnets to be used on the same surface) with aluminium frames or silver coated MDF frames.

The Wood collection includes cork boards, combined and magnetic boards with MDF frames coated with four distinct types of wood (cherry, cedar, pine and horse chestnut).

Another novelty in relation to this new line of products is the possibility to choose between a large frame and small frame. Besides this, both collections are available in four sizes, permitting their adequate use in a wide range of spaces.

Cork Nature further supplies, as a complement to this collection, a set of accessories that include the traditional pins, magnets in various formats and colours, board cleaners and pens with a board cleaner incorporated.

The sobriety, variety of board and frame sizes available, the style and the range of accessories make this collection an excellent vehicle for cementing Corticeira Amorim Indústria's image as a worldwide supplier of visual communication products. Proof of this fact was supplied by the enthusiastic embracing of this collection by customers, suppliers, partners and associates during the fair.



Palácio Studio Residence



The Palácio Studio Residence is already available for habitation by the first property owners. It is a property development with 95% of the apartments sold.

The restoration of the Flor da Murta Palace, in Rua de S.Bento in Lisbon is indication of Amorim Imobiliária's policy and concern regarding the urban rehabilitation of cities, which has received the highly praised backing of customers.

This trend for a much more active and dynamic life outside of the home, compared to the past, has led demand to greatly increase among the Portuguese for this type of apartment.

The specific orientating features of these developments include functionality, refined decoration, comfort and a location in the centre of the big cities.

It is a case of unrivalled success.

Vilamoura Lake Apartments very positive sales



The Lake Apartments complex in Vilamoura, which is at an advanced stage of construction, already has 60% of the units sold.

We would remind you that this is a project with very specific characteristics that set it apart from any other marketed property that has ever existed in Portugal. The complex is located between

the Marina and Falésia Beach, and is orientated towards what would be considered the higher echelons of any market in the world.

The residential condominium – composed of seven residential buildings containing 94 luxury apartments, with one and two bedroom one-level, and two bedroom split-level apartments, as well as a five star hotel with 202 rooms - continues, accordingly, to provoke interest and to be an enormous commercial success.

JAPANTEX 2003 Amorim Revestimentos in the “land of the rising sun”

As usual, Amorim Revestimentos, represented by our local distributor – Kobe Cork, was present at Japantex, an annual interior floorings fair held in Tokyo.

This year, Japantex was held at the end of November and was visited by more than 35,000 people.

During the fair a technical seminar on the characteristics of cork and its advantages was held. This seminar also included technical demonstrations on the easy installation and maintenance of the Wicanders and Ipcork products.

Once again, the large number of visitors to the Kobe Cork - Amorim stand was proof of the increasing interest in Japan for cork flooring.



Worldwide Hospitality Awards “15 minutes satisfaction contract” distinguishes Ibis

The Accor Group and its Ibis hotel chain was recently presented with awards as part of the Worldwide Hospitality Awards, granted by a panel of judges composed of professionals of the sector, in Paris.

The Ibis hotel chain was presented with an award for the Best Quality Related Programme for its “15 minute Satisfaction Contract” programme – an innovative measure of added value for its customers. The hotels, through this “contract”, undertake to solve any problem, for which they are liable, that may arise in the rooms, within 15 minutes. If they do not manage to do this, then the customer becomes a guest of the hotel.

The Grand Prize of the panel of judges was awarded to the Accor Group as acknowledgement of its development policy in an adverse international climate. In 2003, the Group created twenty thousand new beds and reinforced its position in markets in which it was leader.

Worldwide Hospitality Awards

The Worldwide Hospitality Awards distinguish the best and most innovative marketing initiatives in the hotel industry. The awards were created four years ago. They are awarded annually in a number of categories by HTR Magazine (tourism and hotel specialised press) and MKG Consulting, by means of a panel of judges composed of 25 international professionals in various industry sectors (transport, energy, banking, press, insurance, etc.).

Carnival brings colour to Casino da Figueira...

On 21st and 23rd February, after a dinner with an exotic menu, the Samba Samba music group brought the rhythm for Carnival from Brazil, via the tambourine, repeniques (small drums), berimbau (similar to a banjo) and drums, ethnic instruments that tempted all those present to dance and get into the Carnival spirit.

The bands, Sygma Band and Voices, also provided carnival orientated entertainment on these nights.



The afternoon belonged to the youngsters

On Tuesday of the Carnival period (Shrove Tuesday), the usual Children’s Matinee was held, with the traditional fancy dress competition, which awarded prizes to the most original costumes.

The entertainment for this children’s carnival party included magic, juggling, ventriloquism and music from the Sygma Band!

Novotel runs Carnival mask competition...



The Novotel chain of hotels recently held the Novotel Carnival Mask Competition, aimed at schoolchildren in the regions where the chain's hotels are located – Lisbon, Oporto, Setúbal and Póvoa de Varzim.

The competitors received a kit containing drawing material, with which they could design whatever their imagination indicated. The winner was a schoolgirl of no. 35 Lower Primary School in Lisbon, who won a weekend for four people in any Novotel in Portugal. The other competitors took home Dolfi toys, Novotel's dolphin mascot for youngsters.

... Masks and fancy dress also in the Thalassa Vilalara Sofitel

The Thalassa Vilalara Sofitel also joined in the Carnival celebrations with a number of educational and amusement based initiatives.

Workshops were set up for the purpose, where children and adults could let loose their imagination and create the masks and costumes they wanted.

Those interested in finding out more about the traditions behind Carnival were able to take part in games and talks related to Carnival in the world, thereby gaining knowledge on the subject.

Also, among the various activities, there was still time to teach the children some cooking techniques.

The night of 21st February was devoted to the Carnival dinner, which was accompanied by Brazilian, Cuban and Portuguese music.



Amorim Imobiliária and the Auchan Group go ahead with project in Amadora

Amorim Imobiliária has just signed a partnership agreement with the Auchan Group for the development and marketing of a shopping complex in the municipality of Amadora. This shopping complex forms part of the "Amadora Urbanisation Plan – Eastern Zone".

The project, which shall occupy 400,000 m² of land, will have a gross construction area of 192,000 m², including a hypermarket with a 10,000 m² sales area and 11,000 car parking spaces. Amorim Imobiliária will be in charge of developing the 120,000 m² shopping centre.

The two partner companies state that "this is going to be the largest shopping complex in Greater Lisbon, providing structural importance to Amadora municipality, given that it forms part of a 1,720,000 m² land development plan that also includes housing, industry, services, public and collective transports, as well as green spaces".

In conjunction with this project, which is located next to the Pontinha radial, a zone with a catchment area of 2.5 million people, some alterations to the road network will be made, the construction of three viaducts and one tunnel to be more exact.

The project is expected to be inaugurated in 2006. This new shopping complex is expected to create 5,000 jobs in the municipality of Amadora.

Multimedia kiosks developed for Buondi

Buondi recently commissioned Imediata – Sistemas Multimédia S.A. to manufacture personalised multimedia kiosks for access to the internet. These kiosks are going to be placed in shops belonging to the company and shops of Buondi's special clients. The motorway service stations of Antuã, Leiria and Almodovar are already equipped with the first kiosks.

The aim of the company's project is to provide internet access to a wider general public. The kiosks will also provide for the use of e-mail boxes. In parallel, surfers of these multimedia kiosks may also make use of a msn messenger solution (an application that permits real time conversation with other internet users). As a final point, one of the features of this product that has been developed by Imediata is that it provides a free access area, where Buondi/Nestlé makes its site available, provide information on new products, news, etc.



Burmester Port joins forces with “Contemporary Cuisine”

The awards ceremony for the “3rd Gastronomy with Port Competition”, organised by the Port Institute (IVDP), InterMagazine magazine and the Diário de Notícias newspaper, was held last December. The competitors included 68 of the most renowned Portuguese chefs.

The creativity of the recipes submitted was one of the principal aspects evaluated by the judges. The judges awarded 9 gold medals for the harmonious blending of port with the most original recipes, two of which were awarded to Casa Burmester.

One of the medals was awarded to Chef Suspiro (Condestável Restaurant), for the “Most original dish”, a delicious dessert inspired on contemporary art: “A layered puff pastry slice brought forth by a Ribatejan Village with foie-gras, and Rocha pear stewed in 20 year old Burmester port”.

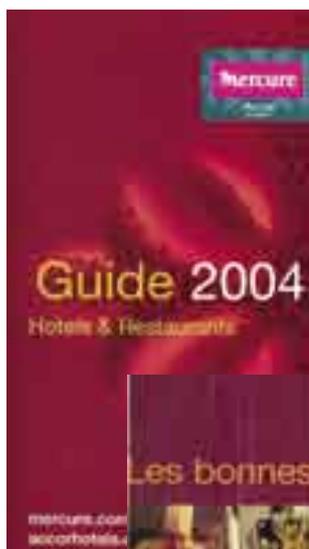
The other medal went to “Casa da Dízima” of Paço de Arcos, Oeiras, whose dish was “Beef roll with foie-gras, vegetable tart and foie-gras and almond sauce”, served with a classic Burmester, Harvest of 1994.

This initiative proves the versatility that a product as noble as port can have.



Photograph kindly provided by InterMagazine magazine

Mercure publishes “2004 Guide” containing new hotels



The 2004 edition of the Mercure Hotels' Guide is now available in pocket-size, printed on chlorine-free environment friendly paper. One million copies of this edition are now available for distribution.

This small book makes it much easier to choose a Mercure hotel or restaurant, from among the 750 hotels located in 47 countries. 567 of these hotels bear the Mercure brand and these are classified according to three levels: simplicity, comfort and sophistication, with some of them benefiting from the “savoir-faire” of Accor holidays by the sea or mountain. The remaining 183 hotels contained in the guide bear the Libertel, Dorint, All Seasons, Orbis and Parthenon brands, all of which form part of the Mercure network.

In the guide's 262 pages, the hotels are categorised according to continent, country and city. Bahrain and Singapore are two new countries included in this edition.

It should be noted that 64 new Mercure hotels opened in 2003, a figure that includes the Porto-Gaia Mercure, a hotel that has port as its theme. The use of a theme is, in fact, the case with all Mercure hotels, the personalisation of which, ranging from the decoration to the cuisine, is carried out in harmony with the geographical region in which they are located.

The Casino da Figueira continues to give out prizes



The Casino da Figueira continues to bring joy to its customers.

On 14th December, Williams machine no. 51,203 surprised its player, a lady from the district of Leiria, with winnings of ten thousand euros. On the 29th of the same month, fifty thousand euros was paid out by machine no. 50,902 to another diligent customer, and at the start of 2004, slot machine no. 16,408 paid out 11,897.01 euros to a gambler from the municipality of Cantanhede. But the biggest ever prize was paid out on 22nd February, when slot machine no. 17,304 (Derby Day) paid out a jackpot of more than 846 000 euros to a gambler from Coimbra.

An Audi TT car was also won by a customer from Coimbra in a prize draw for members of the “Casino Figueira Club”, a discount card with free enrolment.

In the meantime, new prizes may be won at any time!

Imediata and Culturporto install 6 WEB points in the Rivoli

Culturporto in partnership with Imediata has installed 6 WEB points providing access to the Internet in the Rivoli Municipal Theatre.

The WEB points are integrated into the theatre's different units, 2 in the entrance hall, 2 in the bookshop and 2 in the Café-Concerto.

All of these locations can be freely accessed by the general public, have large daily people flows and possess a high level of visibility.

Imediata, as part of this project, is further engaged in a campaign aimed at using the WEB points as advertising media. The advertisements will be displayed simultaneously for 5-second periods in all 6 WEB points, repeated every 2 minutes, and shall permit free access to the advertiser's site.



Burmester in cyberspace

In June 2003 Burmester placed four websites on-line, the aim being to give Burmester broader and more comprehensive visibility in cyberspace.

The sites show the "universe" of Casa Burmester. Each site concentrates on a specific product / area:

www.burmesterporto.com

www.gporto.com

www.quintanova.com

www.dourowine.com

In weighing up the success of these sites, after six months online, it can be seen that this investment has produced significant results. A total of 20,000 visitors up to December 2003 have been recorded at the sites, which constitutes a considerable expansion in the Company's visibility.

Hot Stone Massage

- new treatment at the Thalassa Vilalara Sofitel Hotel



The Thalassotherapy Centre of the Thalassa Vilalara Sofitel hotel, as of now, has an exotic treatment available to its users – a massage with hot stones – which uses the special properties of volcanic stones to revitalise the body and produce a sensation of harmony and well-being.

The treatment consists of a heavy massage that makes use of the stones' properties and energy content. The stones are heated or cooled beforehand and their use is combined with the techniques of geotherapy, thermotherapy and massotherapy. They are applied in specific areas of the body, in order to stimulate blood circulation. The sliding of the stones over the skin is aided by the use of essential oils that foment the penetration of the irradiated heat through the skin and muscle.

The objective is to transmit the energy contained in the stones to the muscles, tendons, ligaments and organs of the body.

The advantages of hot stone treatment, which is much more than a simple massage, consist of the recuperation of body energy, the improvement of organic functions, the equilibrium of the nervous system, harmony between body and spirit, the elimination of stress and even a small loss in weight due to lymphatic stimulation.

This new treatment integrates the range of treatments available in the Thalassotherapy Centre, making it one of the best centres of its kind in all of Europe.

