

WINES OF GERMANY NOVEMBER 2017

Wines of Germany UK



MEET THE WINES OF GERMANY UK TEAM

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2018 CAMPAIGN



Wines of Germany
Coolest wines on earth

CAMPAIGN OBJECTIVES 2018

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TRADE

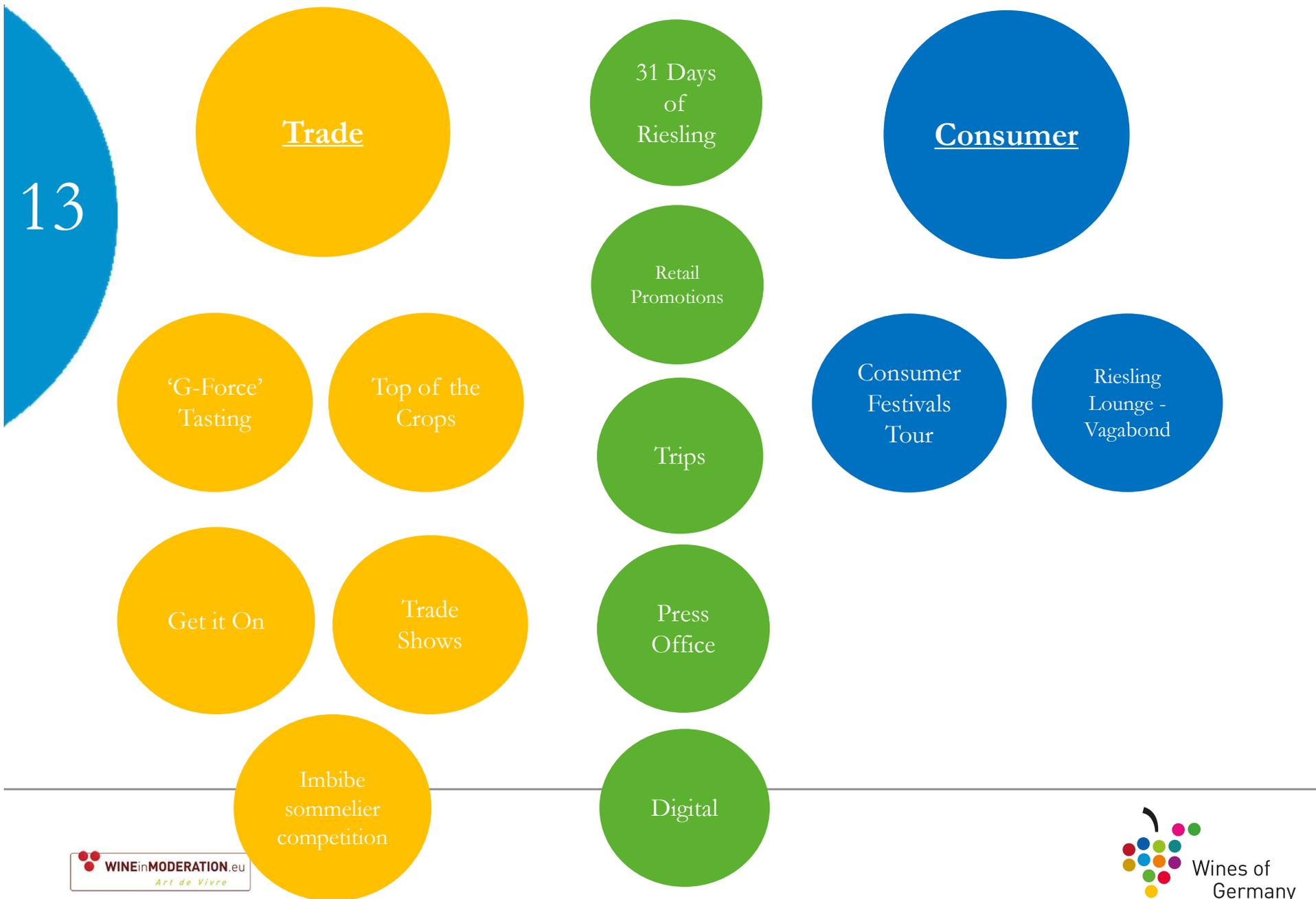
- Get new wines on shelf
- Demonstrate diversity
- Communicate contemporary Germany and its position as a niche & growing category



CONSUMER

- Attract new consumers through familiar routes
- Introduce to new wines & styles
- Use 'Berlin cool' to promote niche/craft category

WINES OF GERMANY – CAMPAIGN MAP 2018



TOP OF THE CROPS

Building on success of Top 50, **Top of The Crops** will focus on specific sectors of the trade

A panel of experts and buyers within the sectors will select the best German wines under the following categories:

- Best supermarket wines
- Best indie merchant wines
- Best on trade wines
- Best new to the market wines

Objectives:

- To provide a bank of wines for marketing use throughout the year
- To help ensure the right wines are shown to the right audience
- To encourage listings



Top 50



G-TRADE TASTING: *G-FORCE*

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New Venue
- The Vinyl
Factory, Soho

Generation
Riesling
Focus

Ticketed
consumer
event in the
evening



IMBIBE SOMMELIER COMPETITION

East London v West Berlin

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- A compare and contrast immersive experience for the on trade with Imbibe Magazine
- A group of top somms from East London visit the coolest haunts of West Berlin to learn about German wine in Germany and how it is enjoyed by their counterparts in Berlin
- This Berlin v London theme will run throughout all activity with Imbibe in 2018



RETAIL PROMOTIONS

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CONSUMER FESTIVALS

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2017 saw us travel the length of the country, from Brighton to Glasgow, sampling German wine to festival goers and bridging the gap between trade and consumers by highlighting what is on the shelves today.

The 2018 consumer tour will be bigger and better taking in music and literary festivals as well as the best in food and drink.



RIESLING LOUNGE - VAGABOND

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Vagabond is the new Riesling Lounge partner for 2018 following two great years with D&D's German Gymnasium

They will be taking on a range of new German listings and will be promoting German wine across their 5 London stores in May 2018 with:

- Enomatic takeovers
- Engaging winemaker events
- Informal sampling evenings
- Food and wine pairing events
- Wine quizzes and blind tastings
- Digital campaign



2018 CAMPAIGN

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We need your insight...

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2018 CAMPAIGN

31 DAYS OF GERMAN RIESLING 2017

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In 2017, we had a record breaking 262 participants including:

- 197 retailers
- 55 bars and restaurants
- 10 importers

Participants across the UK went above and beyond to showcase Riesling, running exclusive and innovative tastings, special offers, food matching and social media campaigns.

And the winners were...
Best on-trade – Eat Drink Sleep

Runner up – Bedales

Best off-trade – Ake & Humphries

Runner up – Le Vignoble

Highly commended - Thirsty

Best digital campaign – Drinkmonger



31 DAYS OF GERMAN RIESLING 2018

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What would motivate you to get more involved with 31 Days?

What would motivate your customers to get more involved with 31 Days?

Is there any other support that Wines of Germany could offer that you feel would encourage participation?

GENERAL QUESTIONS

- How has German wine performed for you over the last year?
- What elements of the Wines of Germany campaign do you feel benefit you most?
- What could Wines of Germany be doing more of to support you?
- Have you seen any activities from other generic bodies that are particularly successful and work for you?

**THANK YOU FOR ALL
YOUR SUPPORT**

Danke