

# Get involved!



Saturday 1<sup>st</sup> – Tuesday 31<sup>st</sup> July

## What is it?

A month-long summer promotion, organised by Wines of Germany, which runs throughout July. Working with restaurants, wine bars, independent merchants and UK retailers to celebrate German Riesling.

## Why?

For the food and wine trade, July has become synonymous with Riesling and we want to keep building this to generate a real buzz around Germany's King of Grapes. We're keen to enlist as many new outlets as possible to spread the word.

## What's in it for you?

£1,000 towards new German wine listings for the best restaurant/wine bar.

£500 towards new German listings for the runner up best restaurant/wine bar.

To note, judging will take into account the use of social media, displays and promotions, the number/quality of customer feedback cards and sales uplift over July. So get creative!

## WHO won last year?

Best restaurant: EatDrinkSleep

Runner up restaurant: Bedales

## What do you have to do?

You know your customers better than we do, so we're keeping it simple and letting you decide how you promote German Riesling during the promotion.

The only requirements are that you include at least two German Rieslings, one of which must be dry and that you carry the promotion for at least one week during the month of July.

We will be encouraging importers and distributors to offer special deals on German Rieslings for the promotion. Should you wish to order additional stock for promotions, please ask us if you would like contact details for merchants and retailers supporting 31 Days of German Riesling.

We want you to be as creative as possible but if you're stuck for ideas on how to promote German Rieslings, here are some of our favourites from previous participants:

- Create a 31 days of German Riesling wine and food pairing menu
- Offer discounts on selected bottles of German Riesling
- Offer a flight of samples of top quality German Rieslings
- Host producer dinners and tastings

## 2017 in numbers...

**19 pieces of coverage** over key trade, national, lifestyle and broadcast outlets

**286% average sales** increase June – July

**67 towns and cities** around the UK participated

**2.65 million reached** across Twitter, Facebook and Twitter

## How WILL WE help?

Head to the dedicated 31 Days hub on the **Wines of Germany website**, where you will be able to register, find out who else is participating and download materials to help run your own events. We are also redesigning POS packs in line with our brand new look, so let us know if you are interested in receiving one.

Also, if you send us details about your events and promotions, these will be featured on our website to help drive consumers through your doors.

**Social media**, as ever, will play a huge role – please use the #31DaysOfGermanRiesling hashtag when posting about the campaign and your content will be shared on our channels too!

We will run a competition for your consumers via our website. Your customers have to answer three simple questions for a chance to win a **weekend trip to Germany** sponsored by the National Tourist Board.

We'll run a **press office campaign**, promoting the various events and offers taking place around the UK. Please let us know by the end of May what activities you are planning so we can communicate to press!



## How do you get involved?

Please register via the Wines of Germany website here by XXX. If you have any questions at all, please contact [germanwine@thisisphipps.com](mailto:germanwine@thisisphipps.com) or give us a call on 02077597400.

Once you've signed up, we'll be in touch soon to request further information your activities and share links to where you can access and download useful documents for your tastings.

We'll also be hosting our annual 31 Days of German Riesling launch party so watch this space for more details.

## Challenges for you and your team

Want to boost your chances of winning 31 Days of German Riesling 2018? If you're able to complete this series of challenges over the month of July, it'll give you a serious edge...

- **Week 1** – has your kitchen prepared a special dish to match a German Riesling? Upload a picture of the perfect match to social media using the 31 Days hashtag
- **Week 2** – have you hosted a special event with a winemaker, or wine tasting dinner? Email us your favourite snap and the best photo will be shared across our social channels (13.6k on Twitter and over 1k on Insta)
- **Week 3** – are you running a special flight of Riesling for the promotion? Send us a picture via email so we can see all your hard work
- **Week 4** – Mail us your customer feedback cards! Your customers are in a chance to win a weekend trip to Germany

