



Retailers

Get involved!

Sunday 1st – Tuesday 31st 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?

Brand new POS for you to use in your shops to advertise your involvement

£1,000 towards new German wine listings for the best retailer

£500 towards new German listings for the runner up best retailer

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!

Results from 2017

Winning retailer: Ake and Humphris

Runner up: Le Vignoble

Best Digital Campaign: Drinkmonger

Highly Commended: Thirsty

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 out 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 companies 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:

- In-store tastings, discounts and promotions
- Customer mailings
- Online promotions
- German winemaker visits or dinners
- Join forces with a local restaurant
- In-store, online and social media competitions
- Tasting flights of top quality German Rieslings

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?

We are producing a brand new range of POS materials for all participants, including but not limited to:

- Scratchcards
- Temporary tattoos
- Pens
- Aprons
- Corkscrews
- Customer tasting cards
- Window stickers
- Carrier bags
- Door hangers
- Sunnies
- Tasting mats
- Map of Germany

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 host your own tasting.

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 also 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 31st May. If you have any questions at all, please contact germanwine@thisisphipps.com or give us a call on 02077597400.

Once you've signed up, we'll be in touch to request further information your activities, and with details of our shiny new POS materials. 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. Plus there are prizes to be won...

- **Week 1** – upload a photo of the team decked out in 31 Days paraphernalia, using the 31 Days hashtag on Twitter and Instagram
- **Week 2** – show us your best #RieslingFace on social media! We want to see every expression under the sun so get snapping
- **Week 3** – Have you organised a fantastic event around German Riesling in July? Send us your favourite pic and we will share across our channels plus select a winner!
- **Week 4** – Have you managed to get your customers to enter our competition and fill in tasting cards? Mail us the completed forms and one of your customers could be the lucky one to win a trip to Germany!

