



Retailers

# Get involved!

Monday 1<sup>st</sup> – Wednesday 31<sup>st</sup> July



## What's it all about?

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?

Eye-catching 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 retailer.

To note, judging will take into account the use of social media/newsletters/blog posts, displays and promotions, and sales uplift over July. So get creative!

## Results from 2018

Winning retailer: Luvians Bottle Shop

Runner up: Le Vignoble

Highly Commended: Duncan Murray Wines

## How can you take part?

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 source new Rieslings to list for July, 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

## 2018 in numbers...

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

**500% average volume sales** increase June – July

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

**2.75 million reached** across Twitter, Facebook and Instagram

## How we will help

We will be producing eye-catching branded POS materials for all participants, including but not limited to:

- Scratchcards
- Temporary tattoos
- Pens
- Aprons
- Corkscrews
- Customer tasting cards
- Window stickers
- Tote 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. We're finalising the details as we speak, but this will most likely involve the 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 register?

Please register via the Wines of Germany website here by 31<sup>st</sup> May. 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 to request further information your activities, and with details of POS materials. We'll also be hosting our annual 31 Days of German Riesling launch party so watch this space for more details.

