



RETAILERS

# Get involved!

Friday 1<sup>st</sup> – Sunday 31<sup>st</sup> July 2022



## What's it all about?

A month-long summer promotion, organised by Wines of Germany, which runs throughout July. We'll be 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 most exciting and versatile grape. We're keen to enlist as many new outlets as possible and to welcome back previous participants to spread the word.

## What's in it for you?

- £1,000 towards new German wine listings for the best retailer
- £500 towards new German listings for the runner up retailer
- £500 towards new German listings for the best digital campaign, across all categories
- Digital assets and eye-catching POS for you to use in your shops, online and on social media to advertise your involvement
- Promotion and support on social media and the Wines of Germany website for your activities, including features on the events page of our new consumer hub (launching July 2022).

## 2021 in numbers...

Over 150 participating venues  
74 towns and cities across the UK  
4x Riesling sales increase June – July 2020

## How can you take part?

You know your customers better than we do, so it's up to you how you promote German Riesling during the month.

The only requirements are that you offer German Riesling from **at least 3 German producers**, two of which must be dry and that you carry out the promotion for **at least one week** during the month of July.

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

- Weekly drop-in tastings
- In-store displays (murals of German vineyards)
- Virtual or in person winemaker tastings
- In-store, online and social media competitions
- German Riesling mixed-cases
- Join forces with a local restaurant to sell German Riesling restaurant boxes

You can also book in for a 31 Days Drop In session, hosted by the Wines of Germany team, to troubleshoot your campaigns, gain insight into the market for German wine, and talk all things Riesling!

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



## How will we help?

**Cash support** is available for a limited number of early sign-ups to open tasting samples.

**Riesling Ambassador, Tom Surgey**, will be available to host staff training, customer events and shop floor tastings for a select number of participants.

You will be able to register and download materials on the **Wines of Germany website** (at a later date) to help run your own events. We have also refreshed our branded POS packs with new materials to set the scene!

**Send us details about your events and promotions** and these will be featured on our website to help drive consumers through your doors.

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



## How do you register?

Please register via the [Wines of Germany website](#) here by Tuesday 31st May 2022 to secure a POS pack.

If you have any questions at all, please contact [germanwine@thisisphipps.com](mailto:germanwine@thisisphipps.com).

Once registered, we'll be in touch to request further information on your activities, and with details of POS materials.

