



RETAILERS

Get involved!

Thursday 1st – Saturday 31st July



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
- 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

2020 in numbers...

61 towns and cities across the UK
7x Riesling sales increase June – July 2020
216k engagement across social media
4 million reached across social media

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 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

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



How will we help?

Head to the dedicated 31 Days hub on the **Wines of Germany website**, where you will be able to register and download materials (at a later date) to help run your own events. We will also be producing branded POS packs, so let us know if you are interested in receiving one.

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!

We'll run a **press office campaign**, promoting the various activities 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 31st May.

If you have any questions at all, please contact germanwine@thisisphipps.com.

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

