

# 31 DAYS OF GERMAN WINE

## What's it all about?

A month-long summer promotion of German Wine organised by Wines of Germany, running throughout July. It's all about celebrating the full diversity of German wines with independent merchants, retailers, wine bars, and restaurants across the country.

## Why?

We're keen to enlist as many new shops, bars and restaurants as possible and to welcome back previous participants to spread the word.

After successfully championing German Riesling for 14 consecutive years, it's clear that the grape has secured its place on independent shelves and restaurant and wine bar menus. Now, the market is ready to embrace Germany's other exceptional varieties.

## What's in it for you?

- Support with hosting your very own launch party: £75 grants for samples for the first 25 sign ups
- Virtual staff training session with an expert German wine educator (subject to availability)
- £1,000 towards new German listings for the winning campaign
- £500 towards new German listings for the runner up
- Digital assets and eye-catching POS for you to use in your shops, online and on social media to advertise your involvement – all with new look branding.
- NEW POS packs will include tote bags, tissue paper, window stickers, posters and bunting (whilst stock lasts)
- Promotion and support on social media and the Wines of Germany UK website for your activities, including features on the events page of our consumer hub

## How can you take part?

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

The only requirements are:

- Stocking German wines from at least three producers, with at least one non-Riesling variety.
- Running the promotion for a **minimum of one week** in July.

Here are a few more of our favourite ideas from previous participants:

- Weekly drop-in tastings
- In-store displays
- Virtual or in person winemaker tastings
- In-store, online and social media competitions
- German wine mixed cases
- To note, judging will take into account; use of social media, newsletters, blog posts, displays and promotions, the number of German producers used and sales uplift over July. So, get creative!

## Launch party funding

Following feedback from participants who want to host more events, we want to support you in hosting your own launch party within the first week of July!

We will be offering participants up to £75 to fund samples. To receive funding, all we ask is that you share your launch event on social media with the hashtags #31DaysOfGermanWine and #31DaysLaunchParty.

This funding is available to the first 25 sign ups.

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## How do you register?

Please register by completing [this form](#) by Saturday 31<sup>st</sup> May 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.

## How will we help?

**Cash support** will be given for retailers to host their own launch parties, provided conditions are adhered to.

We will provide refreshed, branded digital and physical **POS packs** with new materials to set the scene.

**Send us details about your events and promotions** and these will be featured on our consumer hub [31days.winesofgermany.co.uk](http://31days.winesofgermany.co.uk) to help drive consumers through your doors.

**Social media**, as ever, will play a huge role – use the #31DaysOfGermanWine and #31DaysLaunchParty (if you'll be joining us in throwing a launch party) and tag @winesofgermanyuk when posting and your content will be shared on our channels too!

