



# Restaurant & Retailer Information



*31 Days of German Riesling* is an international summer promotion organized by Wines of Germany that takes place for the entire month of July. Restaurant and retailers across Canada are invited to share their love for German Riesling with their clients by offering a wine by the glass, by the bottle and/or wine pairing.

## Why 31 Days?

It is said it takes only 30 days to develop a new habit, and so we offer Canadians 31 days to fall for the flavours of German Riesling – Germany's most notable grape.

## Why sign up?

All participating restaurants and retailers are automatically entered for a draw to win a trip to Germany to attend the educational Sommelier Summer Class in 2019 (trip includes return airfare from Canada, local transfers, winery and winemaker visits, meals and accommodations).

By signing up you not only introduce your clients to exceptional German wines, but you offer your clients a chance to "*Win a Long Weekend for Two to Berlin*"

## What do you have to do?

Feature at least one German wine for the entire month of July by the glass, bottles and/or wine pairing. The focus is Riesling of course -- but if you wish to feature one of our fabulous Pinots, a Silvaner or a lovely Scheurebe – more power to you!



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## How will we support you?

We will send POS materials to all participants with the new *31 Days of German Riesling* logo, including:

**Berlin Trip contest cards for billfold**  
**Wines of Germany Pens**  
**Branded Corkscrews**  
***Riesling Rockt* T-shirts**

**German Wine Manual**  
**Aroma Wheels**  
**Map of Germany's wine regions**

Additional tools are available on request. In addition to the POS materials we will provide you with our logo for use on your website and print materials.

## How will we get the word out?

Wines of Germany will launch print and digital campaigns to promote *31 Days of German Riesling* and participating restaurant/retailer establishments. Our print campaign will be featured in top publications in Halifax, Montreal, Toronto, Calgary and Vancouver. The digital campaign will run in top national culinary and lifestyle media outlets. Social media will be a key component using the hashtag **#31DaysofGermanRiesling**.

*Remember to use this hashtag when posting about the campaign and we will share on our platforms as well.*



# Consumer Contest Information



## What is the consumer contest about?

To celebrate *31 days of German Riesling*, Wines of Germany is offering consumers an chance to win a *Long Weekend for Two to Berlin*. Once your client orders a German wine by the glass, bottle, or by wine pairing they will receive a contest card in their billfold.

The contest card will have information on how to enter the contest online. The winner will be designated by a random draw on August 8<sup>th</sup>, 2018.

All we ask of you is to mention the contest, give them the billfold card and we'll take care of the rest!

## How do you sign up?

Please register via the Wines of Germany website by May 31st. Once we receive your registration form you will receive a confirmation email from us and by mid-June you will receive your POS material to get you started. If you need other promotional materials don't hesitate to ask!

If you have any questions please contact [pam@androscom.com](mailto:pam@androscom.com) or call 877-637-2044.

## Some fine print

There's always some fine print, so here's ours:

- Participation available to a limited number of licensees and retailers.
- Only wines designated "Product of Germany" on the label are eligible to participate.
- Wines of Germany reserves the right to accept or decline a restaurant seeking to participate and request proof of implementation of the promotional requirements (via photos, menus, etc.).