



PROGRAM DETAILS



31 Days of German Riesling is an international summer promotion organized by Wines of Germany that takes place for the entire month of July. A 31 Days Instagram Contest will be implemented to support German wines sales at participating retailers and restaurants open for take-out, delivery and dine-in.

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?

During COVID-19, retailers and restaurants are working hard to keep their businesses running and letting consumers know that they’re open for takeout/delivery/dine-in and are also selling wines – German wines in particular. When you sign up for *31 Days of German Riesling* we will assist with your efforts in promoting your establishment in a geo-targeted social media campaign, in print and digital content and on the *31 Days of German Riesling* webpage. As an added feature, we will add your establishment on our Wines of Germany [‘Wine Hub’](#) which is a centralized listing of where to buy German wines across Canada.



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WHAT DO YOU HAVE TO DO?

- ▶ Feature a German wine in-store for retailers and on wine list/ offer for restaurants for the entire month of July. 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!
- ▶ Promote *31 Days of German Riesling* '31 Days contest' on social media tagging Wines of Germany (Canada) Instagram account **@germanwinecanada** with hashtag **#31daysofgermanriesling** or **#31joursdurieslingallemand** in Quebec.

HOW WILL WE GET THE WORD OUT?

Wines of Germany will implement a comprehensive geo-targeted social media campaign starting in mid-June to promote the consumer contest, including print advertising and digital editorial content. Your business and logo/site will be promoted in our campaign to drive consumer traffic to you!

HOW DO YOU SIGN UP?

Please register via the Wines of Germany website by June 19th. Once we receive your registration form you will receive a confirmation email from us.



CONSUMER CONTEST



WHAT IS THE CONSUMER CONTEST ABOUT?

Your customers will be asked to post a photo of themselves enjoying a bottle of your German wine tagging Wines of Germany IG account **@germanwinecanada** with the hashtag **#31daysofgermanriesling** or **#31joursdurieslingallemand** (Quebec) to be entered in the contest to win one of ten Wines of Germany branded bike (value \$1,000 CAD). Winners to be announced on August 4, 2020.

ANY QUESTIONS?

If you have any questions, please contact Pam Panesar at pam@androscom.com or call 1- 877-637-2044.

2020 IDEATION

