

31 Days of German Riesling – July 2020

As COVID-19 continues to evolve, Wines of Germany (Canada) has modified the *31 Days of German Riesling* campaign objective with a fresh and fluid strategy adhering to the latest national, provincial and municipal guidelines.

In previous years, *31 Days of German Riesling* offered a consumer contest to win a *Long Weekend for Two to Berlin*. Due to COVID-19 a new **31 Days Instagram Contest** will be implemented to support German wines sales at retailers and restaurants open for take-out, delivery and dine-in.

Consumers will be asked to post a photo of themselves enjoying a bottle of German wine tagging Wines of Germany IG account **germanwine_ca** and using the hashtag **#31daysofgermanriesling** or **#31joursdurieslingallemand** to be entered in the contest to win one of ten Wines of Germany branded bikes (value \$1,000 CAD). Winners to be announced on July 31st.

LICENSEE – WHY SIGN UP?

All participating restaurants will be:

- ▶ Promoted in a comprehensive geo-targeted social media campaign informing consumers about 31 Days Instagram Contest and list local participating establishments of where they can purchase German wines
- ▶ Promoted in print advertising and digital content pieces
- ▶ Promoted on the *31 Days of German Riesling* Canada webpage
- ▶ Added to the Wines of Germany ‘Wine Hub’ (a centralized online listing of where to buy German wines across Canada)

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LICENSEE – THE ASK

- ▶ Feature a German Riesling for purchase on their wine list throughout the month of July 2020
- ▶ Promote 31 Days IG Contest on their social media channels tagging Wines of Germany (Canada) Instagram account [germanwine_ca](#) with hashtag [#31daysofgermanriesling](#) or [#31joursdurieslingallemand](#)

CONSUMER – THE ASK

Ask consumers to post a photo of themselves enjoying a bottle of German wine tagging Wines of Germany Instagram account [germanwine_ca](#) and using the hashtag [#31daysofgermanriesling](#) or [#31joursdurieslingallemand](#) to be entered in the contest.

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.

A LITTLE EXTRA TO HONOUR THE 31 DAYS OF GERMAN RIESLING

Wines of Germany will host a 'VINdredi' Special Riesling event in Montreal on June 19, 2020 showcasing 6 German Rieslings to kick off the summer and *31 Days of German Riesling*. Sommelier, Michelle Bouffard will host and deliver an exciting overview of the wines to 10-12 media consisting of top lifestyle influencers and bloggers. Event will be held in person, virtual or both depending on the social distancing regulations at time of event.

CONTACT

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