

# Riesling Week September 4th-13th, 2020

During a long week of 10 days in late Summer 2020, we will celebrate Riesling Week in several cities in Denmark and inspire and activate first and foremost importers, specialist retail stores, supermarkets and wine bars to take part in the celebration and to establish creative events targeted Danish consumers.

- Riesling Week offers the opportunity to promote the partners in the Danish wine business and their Riesling wines. Through a long week in September there will be plenty of Riesling focus and also on the other German varieties.
- Wines of Germany will proactively support the partners initiatives by promoting Riesling Week through our channels and through a strategic media and influencers effort.
- How the trade chooses to join Riesling Week is completely up to the partners. They can host Riesling tastings, arrange a wine maker's dinner, cooperate with restaurants and wine bars in their city, make special Supermarkets events, arrange Riesling and friends party, a pop-up wine bar, invite their producers or put together a special Riesling menu. The possibilities are endless, and we are ready to help the partners with inspiration and ideas.
- Wines of Germany DK will host a special seminar for on and off trade in Copenhagen. Furthermore, WOG DK will be the host of a 'Berlin Bar' - After Work Wine for consumers in Aarhus and Aalborg.

# Riesling Week September 4th-13th, 2020

## PROMOTION OF RIESLING WEEK 2020

- As a participant in Riesling Week 2020 the partners will be part of strategic campaign activities including newsletters, promotion on Facebook and Instagram, native ads in national media, influencer campaign and more.
- The partners will be included in the Riesling Week campaign website [rieslingweek.dk](http://rieslingweek.dk), which will be the go-to guide for all wine lovers, when they seek guidance through the Riesling activities of the week. Online ads will drive traffic to the website.
- The partners will receive the Riesling Week media kit and merchandise to use in their own promotion.
- We will share posts about all event activities on Facebook @winesofgermanydanmark and Instagram #tyskvin

## QUESTIONS

- If you have any questions, feel free to contact Wines of Germany DK, Tina Baungaard-Jensen at [tina@bybaungaard.com](mailto:tina@bybaungaard.com) or +45 41 28 10 01.





# www.rieslingweek.dk/

**Contact:**

Tina Baungaard-Jensen

Tel.: [+45 41 28 10 01](tel:+4541281001)

Mail: [tina@bybaungaard.com](mailto:tina@bybaungaard.com)