

13 the lucky number

Gastronomy and trade promotion
31st of August – 13th of September.



- Gastronomy and trade promotion 13 lucky number is postponed from June to September due to the corona virus situation in Norway.
- Norway is starting to open up restrictions more and more so we, at the German Wine office in Norway, believe restaurant will be back on their feet by the end of August. And ready to participate in events.

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- For the 13 lucky number event we cooperate with Restaurants, Hotels and Winebars. We promote restaurants all over Norway who serves German wine by the glass. Not only Riesling but, Spätburgunder, Silvaner, Garuburgunder, Sekt etc from all 13 regions.
- We promote in different channels. Website, wine magazines, social media and restaurant guide platforms.
- In addition we cooperate with importers and educators to make activities, for consumers, about German wines during this period. Seminars, tastings and dinners with different topics.
Depending on restrictions in the market after the summer an alternative plan is to conduct these activities online as webinar / live tastings.