



Riesling Weeks 2020

Hong Kong | Macau



Riesling weeks

# At a Glance

- Organised by Wines of Germany, Riesling Weeks is an annual month-long market-wide campaign to **promote German wine**  
[www.germanwines.de](http://www.germanwines.de)
- It links hotel, restaurants, wine bars and retailers to showcase the quality of German wine
- Objectives:
  - Raise consumers awareness of German wine, led by Riesling, and its ability to pair with food
  - **Bring consumers to participating outlets and increase their German wine sales and overall F&B sales**



**Riesling weeks**



# Key dates

- Riesling Weeks 2020: 1st - 30th June
  - **Registration deadline: 31st March 2020 (Tuesday)**
- Kick off tasting: 4th June 2020 (Thursday)
  - Exhibitors registration deadline (importers): 31st March 2020
- Wine Queen/Princess visit: 3rd to 12th June 2020



**Riesling weeks**

# Participation requirements

- Highlight and promote at least three German wine in the month of June, one of which must be a Riesling
- Run the programme for at least one month in June (can be longer)
- German wine x Asparagus promotion can be run from May to June to coincide with Asparagus season
- Complete a feedback survey at the end of the campaign
- **Devise your own promotional programmes.** Some ideas include:
  - Wine of the month promotion
  - Consumer competitions or games
  - Discount coupons for next visit
  - Create your own promotional materials using Riesling Weeks marketing tool box
  - In store display / tent card
  - PR, media interview
  - Online /social media promotion



**Riesling weeks**

# German Wine x Asparagus promotion

- A successful 2019 sub-theme promotion for Best Campaign Award winners well received by consumers
- **Will extend to all Riesling Weeks participants this year**
- Devise your own German wine and asparagus promotions:
  - Pairing menus
  - Submit Asparagus x wine recipes for promotional purpose.
- Suggested asparagus supplier
  - Taste Matters, Hendrik Rusche,  
[hendrik@tastematters.com.hk](mailto:hendrik@tastematters.com.hk), Tel: 3482 8929;  
[www.tastematters.com.hk](http://www.tastematters.com.hk)



**Riesling weeks**

# Wine x Asparagus pairing tips

- White Asparagus – classic 'Spargel' is a true delicacy with its distinctive juxtaposition of mild, almost sweet and pleasantly bitter flavours.
- The subtle aromas of Silvaner and Weissburgunder provide flavour-rich asparagus with plenty of room to move and breathe.
- Rich sauce benefits from the contrast of a zippy wine pairing. Crisp Riesling serves to lighten a rich sauce
- Spicy and heavy sauce requires a wine of similar weight, perhaps a Riesling Spätlese or a Spatburgunder.



Riesling weeks

# Campaign ideas - F&B outlets



- German wine pairing menu
- Signature dish with German wine pairing
- Riesling/Sekt brunch /lunch
- Asparagus pairing menus
- Riesling flights
- Wine by the glass
- German wine happy hour



Riesling weeks

# Campaign ideas - Retailers/wine clubs



- Special German wine packs
- German wine hampers / gift packs
- In store tasting
- Riesling event /workshop
- Joint promotion with restaurants for corkage free offer
- Joint promotion with third parties (eg. German food suppliers)



**Riesling weeks**





# Importers

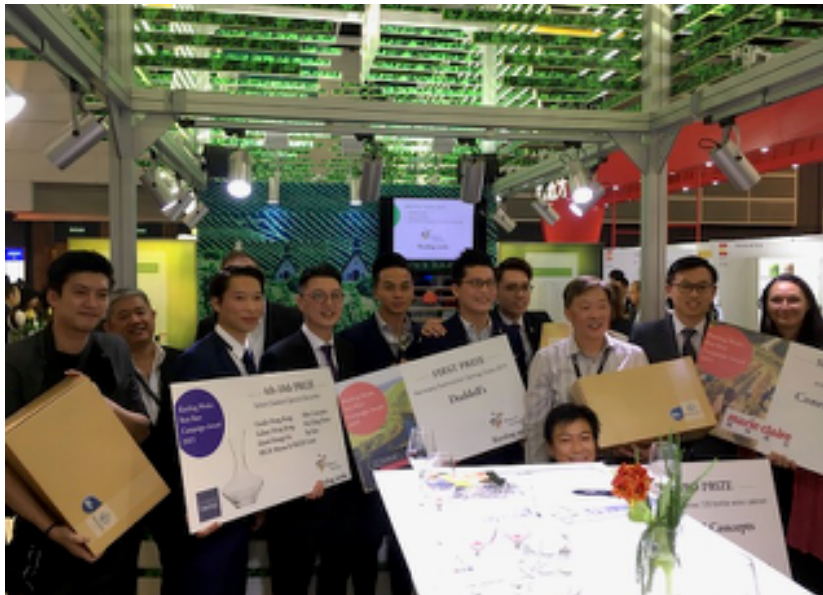
- Invite your on-trade customers to participate. This is your opportunity to promote German wine and to engage new customers.
- Work with your customers to design German wine promotions.
- Request support from wineries
- Organise German wine events if wineries representatives are in town
- You can be one of the participants if you are also selling direct to end consumers
- **Take part in the Kick off tasting** on 4th June. Over 500 trade people and consumers attended in previous years



**Riesling weeks**

# Best Run Campaign

- Prizes will be awarded to participants who are the most proactive. Judging criteria are based on sales, creativity, promotional activities, taking account in the nature and size of participants.



- First prize: Wines of Germany Sommelier class
- Second prize: A full page advertisement in a local magazine
- Third prize: Liebherr Wkb4112 Barrique 168-bottle wine chiller
- 4th - 10th prizes: A Schott Zwiesel decanter



**Riesling weeks**

# Kick off tasting

- A walk-around tasting hosted by the German Wine Queen / Princess, where importers will present their German wine portfolios to trade and consumers



- **When:** 4th June 2020 (Thursday)
- **Where:** Renaissance Harbour View Hong Kong
- Trade session: 2-5pm
- Consumer session: 6-10pm



**Riesling weeks**

# Wine Queen/Princess visit

- German Wine Queen and Princesses are elected every year based on their wine knowledge. They are ambassadors of German wine and travel around the world to promote German wine.
- The German Wine Queen/Princess will stay in Hong Kong from 3rd to 12th June.
- Participants can organise events (tastings, dinners, workshops) hosted by the Wine Queen/Princess on a first come first served basis.



**Riesling weeks**

# Market-wide support

- Cru Magazine June issue
  - German wine edition
  - Panel tasting
- Print and online media support
- Social media promotion
- Consumer games/competition
- Digital marketing tool box for you to design your own promotional materials



**Riesling weeks**

# For more information:

- Wines of Germany website:
  - [www.germanwines.de/riesling-weeks/](http://www.germanwines.de/riesling-weeks/)
- Riesling Weeks Hong Kong website:
  - [www.rieslingweeks.hk](http://www.rieslingweeks.hk)
- Riesling Weeks Hong Kong Facebook:
  - [www.facebook.com/RieslingWeeksHK](http://www.facebook.com/RieslingWeeksHK)
- Hong Kong German wine importers
  - [www.rieslingweeks.hk/where-to-buy.html](http://www.rieslingweeks.hk/where-to-buy.html)
- Enquiries: Tersina Shieh
  - email: [tersina@tersinashieh.com](mailto:tersina@tersinashieh.com)
  - tel:+852 9849 2677



**Riesling weeks**