

## Riesling Week 2020, August 24<sup>th</sup> –30<sup>th</sup>

Riesling Week was planned to be celebrated throughout the entire country June 8th-13<sup>th</sup>. As a result of the situation with the Coronavirus we decided to move Riesling Week to the end of August. The week will be communicated via press work, social media campaigns and media collaborations with selected partners.

Riesling Week 2020 will be the fourth annual Riesling Week that we arrange in Sweden. We can see that the general perception of Riesling Week among the trade is getting better and better for each year, it is therefore important for us to keep the activity for 2020 and strengthen our collaboration with partners, as well as reaching even wider out to consumers all over the country.

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The activities for this year in Sweden:

- Activate importers and restaurants
- Newsletters
- Press meeting
- Media collaborations
- Star Wine List – map guide
- Restaurant activities throughout the whole country
- Swedish website activation
- Social media activation



# www.rieslingweek.se/

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