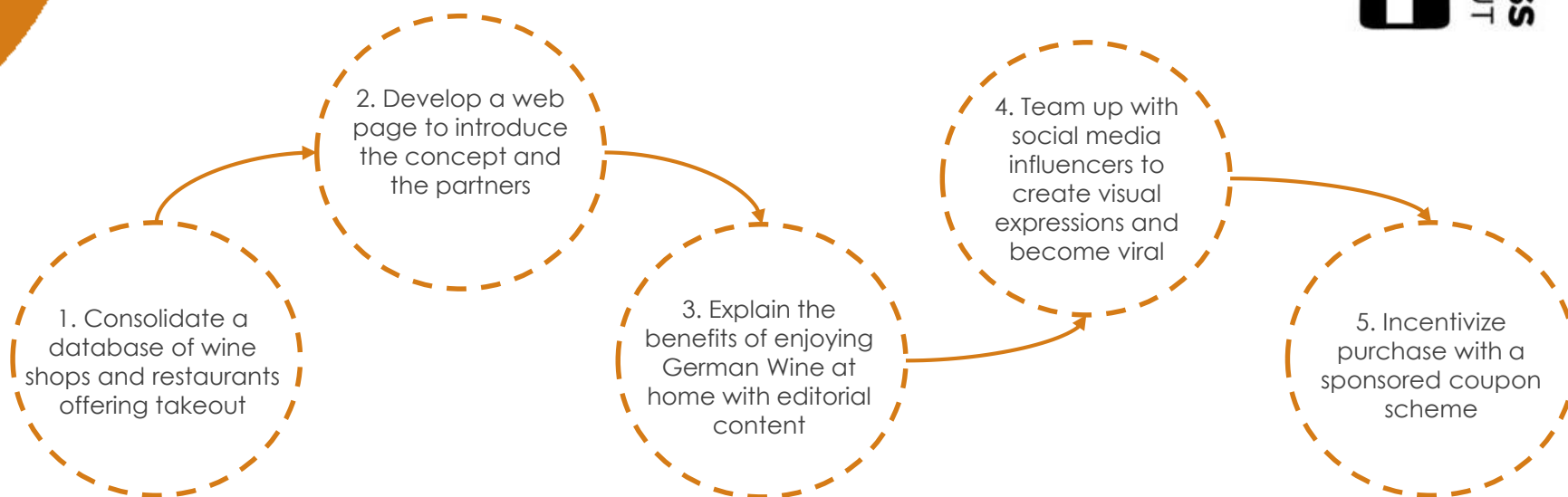


“Happiness for takeout”

May until the end of state of emergency

Objective: Support restaurants and trade partners suffering from the drop of customers amid the Covid-19 crisis by promoting German wines to takeout at home.

Message: German wines are approachable and easy to drink; they are the perfect partners for a meal at home. No need to dress up or prepare fancy meals. You can enjoy great wines in the comfort of your home.



Expected results: 20-30 participating outlets in Tokyo area

German Wine Weeks in restaurants & wine shops – June to November

Increase listings of German Wines in restaurants & wine shops and boost sales through importers/wholesalers.

What: Incentive for importers and wholesalers for each recruited restaurants/retailers.

- Incentive for importers and wholesalers for each recruited restaurants/retailers.
- Dedicated POP material for the restaurants and shops: poster, table tent, menu cover, German flag stickers
- Each distributor should feature at least 3 German wines incl. one Riesling and implements special activities and communicate about it on online communication channels
- The webpage developed for the “Takeout” concept will be reused to introduce all participant outlets under a different name
- Retailer Contest: among all participants 2 professionals (bestselling restaurant and best wine retailer) will be awarded for their actions with a trip to German in the next year.

Expected results: 250 restaurants and wine shops to participate to the German Wine Weeks across Japan



German Wine Weeks in large retails – August to December

Select and negotiate with Japanese retailers to promote a global Food & Beverage offer from Germany that includes German wines.

Type of retailers: Large retail chains

Target: Consumers



Corner / stand Wine of Germany



Communication tools (flyers, leaflets, QR code to the digital leaflet...)



Tasting of wines present in retail



A link on the retailer website to the digital leaflet

Expected results: 80 points of sale to participate in the German Wine Weeks across Japan



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