

2017 Wines of Germany Activity Calendar



	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
TRADE			E-retailer Buyer's Tour to Prowein		Top50 Wine100 Competition Top Wine Beijing Riesling&Co Chengdu Guangzhou			Top50 Roadshow Qingdao (Aug23) Hangzhou (Aug28) Xiamen (Sept 1)				
CONSUMER	German Wine Consumer Education Program in Multiple Cities with certified educators											
				Riesling & Ladies June		Riesling Weeks July		Shanghai Wine & Dine Festival Sept.				
COMMUNICATION	Traditional media: Monthly press release and newsletter; Ongoing press bureau											
	Social media: daily content management; seasonal interactive activities											
											China GWS Training for Trade (Nov)	

**Wines of Germany China
2017 Activity Calendar**



Date	Event	Participant	Deadline / Contact
<p style="text-align: center;">January 12</p>	<p>2016 Wines of Germany Annual Meeting & Award Dinner</p> <ul style="list-style-type: none"> • Provide importers review of 2016 activities and overview of marketing plan for 2017 • Award given to the best importers, educators, sommeliers, riesling weeks winners 	<p style="text-align: center;">Importers/media/educators/K OLs/F&B</p>	<p style="text-align: center;">N/A</p>
<p style="text-align: center;">March 15-20</p>	<p>Prowein e-retail buyer & sommelier Trip to Germany</p> <ul style="list-style-type: none"> • Group of e-retail buyer & sommelier; 12 ppl • Visit Prowein and wineries in Germany 	<p style="text-align: center;">E-retailer buyer F&B</p>	<p style="text-align: center;">N/A</p>
<p style="text-align: center;">May 16-20</p>	<p>TOP50 / Wine100</p> <ul style="list-style-type: none"> • Importers/wineries registrate with wines available in China and supply wine samples • Wines will be judged through blind tasting by the 4-5 jointly selected professional judges by Wines of Germany and Wine100. Fifty wines will be selected as the Best German Wines (Wines will be awarded according to their respective groups - red/white/sparkling and prices). • The fifty winning German wines will receive both WINE100 trophy and TOP50 trophy at same time. • One master class on German wine • Print and distribute Buyers' Guide to Top50 German Wine in China • WINE100's media publicity on the award, including 1 feature page on TIMEOUT magazine, brochures, etc. 	<p style="text-align: center;">German wine importers/wineries</p>	<ul style="list-style-type: none"> • Registration and submit wine information before 15th March 2017 • Importers will be informed whether their wines are selected before 24th March 2017 • Sample wine delivered to appointed address of WINE100 storage room before 20th April 2017 contact: ivy.tang@winesofgermany.com.cn

Date	Event	Participant	Deadline / Contact
May 22-24	TopWine Beijing Trade Exhibition <ul style="list-style-type: none"> National pavilion at main exhibition hall Recruit 12 German wineries 1 master class in seminar room 	German wineries	Registration: 20th January 2017 contact: Manuela Liebchen, ml@deutscheweine.de
May 26 & 28	Riesling & Co Hotel Presentation Chengdu and Guangzhou <ul style="list-style-type: none"> German Wine Masterclass and grand tasting at hotel ballrooms Recruit minimum 8 exhibitors, maximum 20 producers / importers for each city Recruit 6-8 wines for the masterclass 	German wine importers / German wineries Buyers / Trade / F&B / Media	Registration: 30th January 2017 contact: ml@deutscheweine.de or ivy.tang@winesofgermany.com.cn
June	Riesling & Ladies - Love yourself, Love German Riesling <ul style="list-style-type: none"> An image campaign to associate German Rieslings with Chinese ladies to promote a trendy, modern, self-confident image for German Rieslings Riesling & Ladies party in Shanghai (Consumers need to buy tickets to entry and redeem wine / participate special activities etc.) 4 - 6 Importers / distributors come and showcase Rieslings of different styles 	Consumers / Media / KOLs / German wine importers	Registration: 15th May 2017 Contact: jeuce.huang@winesofgermany.com.cn
July	Riesling Weeks <ul style="list-style-type: none"> Wine Queen Tour in China with importers (early July) Riesling Weeks official website/online booking platform in cooperation with www.DiningCity.com 50 core restaurants in Shanghai and Beijing 100+ satellite participants including restaurants, bars, retailers Joint promotion with supermarket (CityShop, Ole etc) and specialized wine stores (Cheers Wine, Pudao, Waston's wine etc) Online retailers (JD.com/ Yesmywine /ENJOY APP/ penguin guide / 1919 etc.) German Wine month promotion 	Consumers German wine importers / F&B / Wine shops / supermarket / Online retailers	Register and send promotion information by: 30th June 2017 Contact: jeuce.huang@winesofgermany.com.cn

Date	Event	Participant	Deadline / Contact
<p>Aug 23, Aug 28 & Sept 1</p>	<p>TOP50 Degustation Booth Roadshow (Qingdao, Hangzhou, Xiamen) with Wine100 National tour</p> <ul style="list-style-type: none"> • Showcase TOP50 award winning wines in Qingdao (Aug 23), Hangzhou (Aug 28) and Xiamen (Sept 1) with Wine100 National Tour in hotel ballroom • Special designed TOP50 award winning wine degustation booth / bar at Wine 100 national tour • Showcase 15-20 winning SKUs per city • TOP50 buyer guide and tasting card for each city 	<p>German wine importers/wineries Buyers / Trade / F&B / Media</p>	<p>Winning wines should be delivered by beginning of August to appointed address in Shanghai Contact: ivy.tang@winesofgermany.com.cn</p>
<p>Sept 22 - 24</p>	<p>Shanghai Wine & Dine Festival (Consumer fair)</p> <ul style="list-style-type: none"> • German pavilion constituted of 4-6 importers / distributors • Organise consumer activities 	<p>Importers/retailers dealing German wine through consumer channels</p>	<p>Registration before 31st July 2017 contact: ivy.tang@winesofgermany.com.cn</p>
<p>Nov</p>	<p>German Wine Specialist Course</p> <ul style="list-style-type: none"> • 2- 2.5 Days professional course for Chinese wine trade (intermediate level) • Course conducted by one of professional wine education school, taught by certified German wine educator in Chinese • Exam and certificate 	<p>German wine importers/retailers</p>	<p>Contact: jeuce.huang@winesofgermany.com.cn</p>
<p>Whole Year</p>	<p>German Wine Consumer Course</p> <ul style="list-style-type: none"> • 3 hours beginners course for wine lovers / consumers • Course taught by certified German wine educators in Chinese • Certificate given to attended consumers 	<p>Consumers</p>	<p>Contact: jeuce.huang@winesofgermany.com.cn</p>