

**Wines of Germany China  
2019 Activity Calender**



Date	Event	Participant	Deadline / Contact
<p><b>March 13th</b></p>	<p><b>Happy Birthday Riesling (Main event Shanghai)</b></p> <ul style="list-style-type: none"> <li>• Round table discussion on the topic of Riesling with 4 wine experts</li> <li>• Happy Birthday Riesling Cake Cutting Ceremony</li> <li>• Live internet broadcast of the event</li> <li>• Invitation of media and trade</li> <li>• Riesling cakes and riesling cocktail recipes send to organisers in other cities</li> </ul>	<p>Media / KOLs / Trade / Consumers</p>	<p>Contact Wines of Germany China Office</p>
<p><b>March 18th -20th</b></p>	<p><b>Prowein buyer Trip to Germany</b></p> <ul style="list-style-type: none"> <li>• Group of buyer (retailer, e-retailer, new importer) and media; 8 ppl</li> <li>• Visit Prowein and wineries in Germany</li> </ul>	<p>Retailers / New Importer / Media</p>	<p>Contact Wines of Germany China Office</p>
<p><b>March 21th - 23th</b></p>	<p><b>Chengdu Wine Fair</b></p> <ul style="list-style-type: none"> <li>• Minimum 10 German wine importers / wineries to form National Pavilion of Germany</li> <li>• Must showcase existing stocks in China, WoG does not take care of the logistics to Chengdu</li> <li>• 1 Master class</li> <li>• Participation fee: 10,000RMB</li> </ul>	<p>German Wine Importers / German producers with existing stocks and representatives in China</p>	<p>Contact Wines of Germany China Office</p>

<p><b>May</b></p>	<p><b>TOP50 / Wine100 Competition</b></p> <ul style="list-style-type: none"> <li>• Importers/wineries registrate with wines available in China and supply wine samples</li> <li>• 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).</li> <li>• The fifty winning German wines will receive both WINE100 trophy and TOP50 trophy at same time, more qualified wines will receive WINE100 medals.</li> <li>• One master class on German wine</li> <li>• Print and distribute Buyers' Guide to Top50 German Wine in China.</li> <li>• Free promotional materials given to award importers.</li> <li>• WINE100's media publicity on the award, including 1 feature page on TIMEOUT magazine, brochures, etc.</li> </ul>	<p>German wine importers / producers</p>	<ul style="list-style-type: none"> <li>• Registration and submit wine information <b><u>before April 6th, 2019</u></b></li> <li>• Importers will be informed whether their wines are selected <b><u>before April 13th, 2019</u></b></li> <li>• Sample wine delivered to appointed address of WINE100 storage room <b><u>before April 30th, 2019</u></b></li> </ul> <p><b>Contact: tan.wu@winesofgermany.com.cn</b></p>
<p><b>June 4th - 6th</b></p>	<p><b>TopWine Beijing Trade Exhibition</b></p> <ul style="list-style-type: none"> <li>• National pavilion at main exhibition hall</li> <li>• 12 - 20 German wineries</li> <li>• 1 master class in seminar room</li> <li>• Participation fee: 1800Euro or 13,500RMB</li> </ul>	<p>German wine importers / German producers / Buyers / Trade / F&amp;B / Media /</p>	<p><b>Contact: Manuela Liebchen, ml@deutscheweine.de Tan Wu tan.wu@winesofgermany.com.cn</b></p>
<p><b>July 3rd &amp; 5th</b></p>	<p><b>Riesling &amp; Co Hotel Presentation in Chengdu &amp; Shenzhen</b></p> <ul style="list-style-type: none"> <li>• German Wine Masterclass and grand tasting at hotel ballrooms</li> <li>• Recruit minimum 10 exhibitors, maximum 25 producers / importers for each city</li> <li>• Recruit 8 - 10 wines for the masterclass</li> <li>• Participation fee: 600Euro or 4,650RMB</li> </ul>	<p>German wine importers / German producers / Buyers / Trade / F&amp;B / Media /</p>	<p><b>Contact: Manuela Liebchen, ml@deutscheweine.de Tan Wu tan.wu@winesofgermany.com.cn</b></p>

<p><b>July &amp; August</b></p>	<p><b>Riesling Weeks</b></p> <ul style="list-style-type: none"> <li>• Kick off consumer tasting with Wine Queen in Beijing - June 30th</li> <li>• Wine Queen Tour in China with importers (June 30th - July 7th)</li> <li>• Riesling Weeks official website <a href="http://www.rieslingweeks.com.cn">www.rieslingweeks.com.cn</a></li> <li>• Restaurants and wine bar participation in various cities</li> <li>• German Wine Chill Discount Promotion: Joint promotion with supermarket (CityShop, Ole etc) and specialized wine stores (Cheers Wine, Pudao, Waston's wine etc) and Online retailers (JD.com/ Yesmywine /ENJOY APP/ penguin guide / 1919 etc.)</li> </ul>	<p>Consumers German wine importers / Restaurants and Bars / Retailers and E-retailers</p>	<p><b>Contact:</b> <b>Jeuce Huang</b> <b><a href="mailto:jeuce.huang@winesofgermany.com.cn">jeuce.huang@winesofgermany.com.cn</a></b></p>
<p><b>June, July, August &amp; September</b></p>	<p><b>TOP50 Degustation Booth Roadshow and Masterclass with Wine100 National tour</b></p> <ul style="list-style-type: none"> <li>• Showcase TOP50 award winning wines in 4 cities with Wine100 National Tour in hotel ballroom</li> <li>• Special designed TOP50 award winning wine degustation booth / bar at Wine 100 national tour</li> <li>• 1 Masterclass in each city (8 wines)</li> <li>• Showcase 15-20 winning SKUs per city</li> <li>• TOP50 buyer guide and tasting card for each city</li> <li>• Cities to consider: <b>Xiamen, Qingdao, Changsha, Wuhan, Chongqing, Guangzhou, Hangzhou</b></li> </ul>	<p>German wine importers / German wineries / Buyers / Trade / F&amp;B / Media / Consumers</p>	<p><b>Contact: Tan Wu</b> <b><a href="mailto:tan.wu@winesofgermany.com.cn">tan.wu@winesofgermany.com.cn</a></b></p>
<p><b>Oct</b></p>	<p><b>Riesling &amp; Ladies - Born to be Chic</b></p> <ul style="list-style-type: none"> <li>• An image campaign to associate German Rieslings with Chinese ladies</li> <li>• Promote a trendy, modern, self-confident image for German Rieslings</li> <li>• Riesling &amp; Ladies party in Shanghai and Beijing (Consumers need to buy tickets to entry and redeem wine / participate special activities etc.)</li> <li>• 4 - 6 Importers / distributors come and showcase Rieslings of different style</li> </ul>	<p>Consumers / German Wine Importers</p>	<p><b>Contact:</b> <b>Jeuce Huang</b> <b><a href="mailto:jeuce.huang@winesofgermany.com.cn">jeuce.huang@winesofgermany.com.cn</a></b></p>

<b>Sept &amp; Oct</b>	<b>German Wine to Campus</b> <ul style="list-style-type: none"> <li>• A program to educate the future wine trade professionals</li> <li>• 4 Seminars in 4 of the top agriculture universities</li> </ul>	Wine university students	<b>Contact:</b> <b>June Shi</b> <b>june.shi@winesofgermany.com.cn</b>
<b>12.-14. Nov</b>	<b>ProWine Shanghai (Run by The Ministry of Agriculture)</b>	German wine importers / German producers / Buyers / Trade / F&B / Media /	<b>Contact: Manuela Liebchen,</b> <b>ml@deutscheweine.de</b>
<b>Dec</b>	<b>Wines of Germany annual importer's meeting and award ceremony</b>	German wine importers / educators / F&B / Media	Contact Wines of Germany China Office
<b>TBA</b>	<b>GWA - Level 2 Professionals Course</b> <ul style="list-style-type: none"> <li>• 2 Days professional course for Chinese wine trade (intermediate level)</li> <li>• Course conducted by professional wine education schools, taught by certified German wine educator in Chinese</li> <li>• Exam and certificate</li> </ul>	Wine Professionals	<b>Contact: tan.wu@winesofgermany.com.cn</b>
<b>Whole Year</b>	<b>GWA - Level 1 Consumer Course</b> <ul style="list-style-type: none"> <li>• 3 hours beginners course for wine lovers / consumers</li> <li>• Course taught by certified German wine educators in Chinese</li> <li>• Certificate given to attended consumers</li> </ul>	Consumers	<b>Contact:</b> <b>June Shi</b> <b>june.shi@winesofgermany.com.cn</b>
<b>Whole Year</b>	<b>German Wine to Chinese SOMMS</b> <ul style="list-style-type: none"> <li>• Blind date with German Wine (every 2 months in Beijing, Shanghai and Chengdu, around 30 sommeliers each time)</li> <li>• 2019 China's Best Sommelier Competition of German Wine</li> <li>• Sponsorship 2019 China Wine List of the Year Awards</li> <li>• Sponsorship 2019 China National Sommelier Competition</li> </ul>	Consumers / German Wine Importers	<b>Contact:</b> <b>Jeuce Huang</b> <b>jeuce.huang@winesofgermany.com.cn</b>