

WINES OF GERMANY
CALENDAR of activities
JAPAN 2023



Date	Action	Partner / Participants	Contact
February 6th	Importer Kick-off Online annual meeting with German Wine Importers in Tokyo with update for trade on 2023 programme	Japanese Importers	Yumiko Matsumara yumiko.matsumura@winesofgermany.jp Ambroise Amet ambroise.amet@winesofgermany.jp
March 08 th – 14 th	Riesling birthday Press opening on the 08 th Giveaway campaign Restaurant collaboration	Consumers, Restaurants from Marunouchi House, Lifestyle and Trade press	Ambroise Amet ambroise.amet@winesofgermany.jp
April	Media Tie-up Winart Advertorial of 2 to 4 pages, one month before the event Riesling & Co.	Winart Magazine	Ambroise Amet ambroise.amet@winesofgermany.jp
May the 15th	RIESLING & CO Presentation in Trunk Hotel, Tokyo Press conference Trade seminar with focus on Spätburgunger B2B Tasting with max 25 German producers and Japanese Importers	Press/ Japanese Importers German wineries, Byers, Trade F&B media	Ambroise Amet ambroise.amet@winesofgermany.jp

Datum	Veranstaltung	Partner / Participant	Deadline / Contact
June – July	German Wine Weeks Restaurant and wine bar promotion with 40 participating shops	HoReCA / Consumers	Ambroise Amet ambroise.amet@winesofgermany.jp
End of August	German Wine Academy Educators trip 7 Educators who participated to the German Wine Academy and/or from the “Japanese sommelier association” will visit Germany for an educator's trip about German wine	German Wine Academy Trainers	Yumiko Matsumara yumiko.matsumura@winesofgermany.jp
August - September	Social Media Campaign Wines of Germany Social media campaign to increase awareness of Wines of Germany and its regions, its wide variety of grapes and its taste by educating a younger audience in a fun and friendly way.	Consumers	Ambroise Amet ambroise.amet@winesofgermany.jp
September – December (TBD)	Off-trade promotion One month promotion with two retail chains	Consumers Large retail chains	Ambroise Amet ambroise.amet@winesofgermany.jp
Whole Year	SNS, Online campaigns, SEO, Website activation www.winesofgermany.jp Instagram: Wines of Germany_jp Facebook: @winesofgermany.jp Press Office Educational seminars	Consumers Media Trade German Wine Exporters	Ambroise Amet ambroise.amet@winesofgermany.jp