

德国葡萄酒 2021 年零售商和电商支持计划

2021 年，德国葡萄酒协会（Wines of Germany）将在 4 个固定促销周期内，向在中国大陆境内专业的葡萄酒零售商店和葡萄酒电商支持德国葡萄酒促销。零售商和电商支持计划旨在增加德国葡萄酒在高曝光率零售渠道里的上架量和销售额，从而提高目标消费者对德国葡萄酒的整体认知度。合格的零售商可以申请免费的消费者礼品，享受免费的专业图片、视觉设计元素以帮助促销。

四个固定促销周期

- 1) 2021 年中国农历新年、年货节
时间：2021 年 1 月至 2 月初
- 2) 2021 年德国雷司令周
时间：2021 年 7 月至 8 月
- 3) 2021 年中秋节
时间：2021 年 8 月中旬至 9 月中旬
- 4) 2021 年双 11 购物节
时间：2021 年 11 月 11 日

参与条件

- 对于 2021 年中国农历新年，2021 年中秋节，2021 年双十一购物节，参加活动的零售商需要满足以下条件：
 - 1) 垂直类的葡萄酒电商平台，至少有 8 家德国生产商、20 款德国葡萄酒。
 - 2) 或者，葡萄酒零售专卖店、超市或连锁，至少有 3 家德国生产商、8 款德国葡萄酒。
 - 3) 恕不接受德国葡萄酒进口商或品牌的自营零售店或电商平台，零售店渠道必须从其他葡萄酒进口商采购德国葡萄酒。
- 对于 2021 年雷司令周促销，参与活动的零售商至少 4 款德国葡萄酒。

德国葡萄酒的宣传支持

德国葡萄酒协会将在德国葡萄酒中文官网 (www.winesofgermany.com.cn)，微信 (15,000 + 粉丝) 和微博 (12,000 + 粉丝) 帐户上发布您的德国葡萄酒促销详情。

如何申请

每个活动之前，德国葡萄酒都会发布**在线申请表**。零售商通过在线申请表格提交其德国葡萄酒促销详情并申请促销礼品。如果您的申请成功，我们将与您联系以获取促销礼品和宣传材料。

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Wines of Germany

2021 Retailer and e-retailer support program

In 2021, Wines of Germany will support German wine promotions in professional wine retail shops and e-retailer channels in mainland China, during 4 fixed promotional periods. The aim of the retailer and e-retailer support program is to increase overall German wine listings and German wine sales performance results in high exposure retail channels, thus increase the overall awareness of German wines among targeted consumers. Qualified retailers can apply for free consumer gift items, enjoy rights free professional photographs, graphic design materials for their individual promotion.

Four fixed promotional period

- 1) Chinese Lunar New Year 2021
Time: January to early February, 2021
- 2) Riesling Weeks 2021
Time: July to August, 2021
- 3) Chinese Mid-Autumn Festival 2021
Time: Mid-August to Mid-September, 2021
- 4) Double 11 Shopping Festival, 2021
Time: November 11th, 2021

Criteria for entry

- For **Chinese Lunar New Year 2021, Chinese Mid-Autumn Festival 2021, Double 11 Shopping Festival 2021**, participated retailers need to meet the following conditions:
 - 1) A vertical German e-commerce shop with at least 8 German producers and 20 German wines.
 - 2) Or, A specialty wine retail store, supermarket or chain stores with at least 3 German producers and 8 German wines.
 - 3) German wine importer or brand's self-owned retailer or e-retailer platform will not be accepted. The retailer must purchase wines from other German importers.
- For **Riesling Weeks 2021** promotion, participated retailers need to have at least 4 German wines.

Additional communication support by Wines of Germany

Wines of Germany release your German wine promotion details on Wines of Germany China website (www.winesofgermany.com.cn), WeChat (15,000 + followers) and Weibo (12,000 + followers) account.

How to apply



Wines of Germany will release an **online application form** prior to each campaign. In the online application form, retailers will submit their German wine promotion details and apply for promotional gift items. If your application is successful, we will follow up with you individually on promotional gifts and communication materials.

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