

Wines of Germany China
2021 Activity Calender



Date	Event	Participant	Contact
Jan. 6th	2020 Wines of Germany Annual Importer's Meeting and Award ceremony	German wine importers / educators / Media	Contact: Jeuce Huang jeuce.huang@winesofgermany.com.cn Tan Wu tan.wu@winesofgermany.com.cn
2021 4 fixed periods	Retailer and e-retailer support program <ul style="list-style-type: none"> Promotional support plan for professional German wine retail channels, including vertical German wine e-commerce shop, speciality wine retail stores, and high end supermarkets. Retailers need to submit promotional activities plan to the Wines of Germany China, and we support gifts, promotional materials, media communications etc. Promotional period: Chinese Lunar New Year, Riesling Weeks, Mid Autumn Festival, Double 11 Festival. Conditions of the programme will be released on December 7th, 2020 	Vertical German Wine E-shop / Wine speciality retail / High end supermarket	Contact: Jeuce Huang jeuce.huang@winesofgermany.com.cn Ines Qiu ines.qiu@winesofgermany.com.cn
March 13th	Happy Birthday Riesling <ul style="list-style-type: none"> Happy Birthday Riesling Influencer Co-operation, March 13th. Importers are encouraged to organise their own Riesling's birthday celebration events on March 13th. 	Media / KOLs / Trade / Consumers	Contact: Jeuce Huang jeuce.huang@winesofgermany.com.cn

March 25th - 27th	China Food & Drinks Fair, Chengdu <ul style="list-style-type: none"> • 24 German wine importers / wineries to form National Pavilion of Germany. • Must showcase existing stocks in China, WoG does not take care of the wine logistics to Chengdu. • 2 Master classes (Hotel Exhibition and Main Fair). • Exhibition e-catalogue on WeChat APP. • Participation fee: 10,000RMB / € 1,300. • Project application form available on November 30th, 2020. • Registration deadline: January 10th, 2021 	German Wine Importers / Wineries with existing stocks and representatives in China	Contact: Tan Wu tan.wu@winesofgermany.com.cn
March - October	TOP50 / Wine100 Competition and TOP50 Wine Master Classes <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 more than 10 jointly selected professional judges by Wines of Germany and Wine100. All wines can get a chance to win Wine100 prizes like Gold, Silver, Bronze. • Wines of Germany will further select 50 highest scored wines according to different price range, to win the 2021 Top50 German Wines Trophy. • 10 highest scored Pinot Noirs will win 2021 Top10 German Pinot Noir Trophy. • Print and distribute Buyers' Guide to Top50 German Wine in China. • Free promotional materials given to award importers. • Awarded wine e-catalogue on WeChat APP. • WINE100's media publicity on the award, including 1 feature page on TIMEOUT magazine, brochures, etc. • 6 Top50 Master Classes along with WINE100 national roadshow, and 2 master classes at China Food and Drinks Fair Spring and Autumn edition. • Project application form available on January 15th, 2021. 	German wine importers/ Wineries	Contact: Tan Wu tan.wu@winesofgermany.com.cn

April	China's Best Sommelier Competition of German Wine <ul style="list-style-type: none"> • Preliminary Contest: Shanghai, Beijing, Chengdu, Guangzhou, Shenzhen. • Final Contest: Shanghai. • Media Partner: Sommelier Press. 	Sommeliers / F&B	Contact: Jeuce Huang jeuce.huang@winesofgermany.com.cn Tan Wu tan.wu@winesofgermany.com.cn
May, September and October	I Love Riesling Consumer Events <ul style="list-style-type: none"> • Bettane + Desseauve Consumer Tasting Beijing. • FEAST Festival Shanghai. • Riesling Folk Music Garden. • I love Riesling Tricycle Promotion. • Other suitable wine festivals... 	Consumers / Importers	Contact: Jeuce Huang jeuce.huang@winesofgermany.com.cn
May 31st, June 2nd & 4th	Riesling & Co Hotel Presentation in Shenzhen, Hangzhou, Beijing <ul style="list-style-type: none"> • Date and City: May 31st Shenzhen, June 2nd Hangzhou, June 4th Beijing • German Wine Masterclass and table presentations at hotel. • Recruit minimum 15 exhibitors, maximum 30 producers / importers for each city. • Recruit 8 - 10 wines for the masterclass. • Exhibition e-catalogue on WeChat APP. • Participation fee: 600Euro or 4,650RMB for one city / or 1,300Euro or 10,000RMB for three cities. • Project application form available on January 15th, 2021. 	German wine importers / German wineries / Buyers / Trade / F&B / Media /	Contact: Tan Wu tan.wu@winesofgermany.com.cn
July & August	Riesling Weeks <ul style="list-style-type: none"> • Riesling Weeks official website www.rieslingweeks.com.cn and WeChat APP. • Restaurants and wine bar participation in various cities. • German Wine Chill Discount Promotion for retailers. • Summer of Riesling consumer parties at various cities. • Project application form available on March 1st, 2021. 	HoReCa / Retailers and E-commerce / Consumers	Contact: Jeuce Huang jeuce.huang@winesofgermany.com.cn Tan Wu tan.wu@winesofgermany.com.cn Ines Qiu ines.qiu@winesofgermany.com.cn

August	GWA - Level 3 Master Level <ul style="list-style-type: none"> • Certify 15 new wine educators from China. • Study tour and exam in Germany. 	Wine educators	Contact: Tan Wu tan.wu@winesofgermany.com.cn
October	Riesling to Campus <ul style="list-style-type: none"> • A program to educate the future wine trade professionals. • 4 Seminars in 4 of the top agriculture universities. 	Wine university students	Contact: Tan Wu tan.wu@winesofgermany.com.cn
November 9th - 11th	ProWine Shanghai <ul style="list-style-type: none"> • Run by the Federal Ministry of Food and Agriculture (BMEL). • TOP50 German Wine Tasting Booth. • 1 Master class. • 9 short seminars at the tasting booth. • Exhibition e-catalogue on WeChat APP. 	German wine importers / Wineries / Buyers / Trade / F&B / Media /	Contact: Manuela Liebchen, ml@deutscheweine.de
December	GWA - Level 2 Professionals Course <ul style="list-style-type: none"> • 2 Days professional course for Chinese wine trade (intermediate level). • Course conducted by professional wine education schools, taught by certified German wine educator in Chinese. • Exam and certificate. 	Wine Professionals	Contact: Tan Wu tan.wu@winesofgermany.com.cn
Whole Year	GWA - Level 1 Consumer Course <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. 	Consumers	Contact: Tan Wu tan.wu@winesofgermany.com.cn

德国葡萄酒协会
2021年度市场活动计划



时间	活动	参与者	联系人
06.01.2021	德国葡萄酒年度进口商年会和颁奖典礼，上海	德国葡萄酒进口商 / 葡萄酒讲师 / 媒体	联系人： Jeuce Huang jeuce.huang@winesofgermany.com.cn Tan Wu tan.wu@winesofgermany.com.cn
2021年 4个固定时间段	零售和电商支持计划 <ul style="list-style-type: none"> 针对专业德国葡萄酒零售渠道的促销支持计划，包括垂直类的德国葡萄酒电商、葡萄酒专营零售店、进口超市。 零售商向德国葡萄酒协会提供促销方案，德国葡萄酒协会支持礼品、宣传品、媒体传播等。 推广时间段：中国农历新年、雷司令周、中秋节、双11。 项目细则条款将于2020年12月7日发布。 	垂直德国葡萄酒电商 / 葡萄酒专营零售 / 进口超市	联系人： Jeuce Huang jeuce.huang@winesofgermany.com.cn Ines Qiu ines.qiu@winesofgermany.com.cn
3月13日	"Happy Birthday Riesling 生日快乐雷司令" <ul style="list-style-type: none"> 网红、葡萄酒意见领袖合作。 欢迎进口商自发性组织雷司令生日庆祝活动。 	消费者 / 意见领袖 / 媒体 / 进口商	联系人： Jeuce Huang jeuce.huang@winesofgermany.com.cn

3月25日-27日	<p>2021全国糖酒交易会，成都</p> <ul style="list-style-type: none"> • 组织24家进口商/酒庄组建德国国家馆。 • 需展示国内现货，德国葡萄酒协会将不负责参展酒款的物流及运输。 • 2节大师班（酒店展1节，主展1节）。 • 展览微信小程序。 • 参展费用: 10,000人民币 / € 1,300 欧元。 • 项目申请表将于2020年11月30日提供。 • 报名截止日期：2021年1月10日。 	德国酒庄 / 德国葡萄酒进口商	<p>联系人： Tan Wu tan.wu@winesofgermany.com.cn</p>
3月-10月	<p>TOP50 / Wine100 葡萄酒大赛和TOP50得奖酒大师班</p> <ul style="list-style-type: none"> • 进口商/酒庄注册在中国大陆已进口的德国葡萄酒，并提供葡萄酒样品参加比赛。 • 十多位由德国葡萄酒协会和WINE100大赛联合选出的专业评委将通过盲品对报名酒款打分，所有酒款均有机会获得Wine100的金、银、铜等奖项。 • 德国葡萄酒协会将从各价格区间挑选出五十款最高分的酒款，这50款葡萄酒将获得“2021 TOP50德国葡萄酒”的奖牌。 • 得分最高的10款黑皮诺葡萄酒将获得“2021 TOP10 德国黑皮诺”的奖牌。 • 德国葡萄酒协会将出版《2021 TOP50德国葡萄酒》买家指南。 • 得奖酒款的进口商将得益于德国葡萄酒协会提供的免费宣传材料。 • 得奖酒微信小程序展示。 • WINE100得奖酒款同样将得益于WINE100大赛制作的宣传材料，包括杂志广告、宣传册等。 	德国葡萄酒进口商 / 酒庄	<p>联系人： Tan Wu tan.wu@winesofgermany.com.cn</p>

	<ul style="list-style-type: none"> 6场TOP50得奖酒大师班（跟随WINE100巡展同期举办）,2场春糖和秋糖大师班。 项目申请表将于2021年1月15日提供。 		
4月	第二届中国最佳德国侍酒师大赛 <ul style="list-style-type: none"> 初赛：上海、北京、成都、广州、深圳。 决赛：上海。 媒体合作伙伴：《侍酒师画报》。 	侍酒师 / 餐饮渠道	联系人： Jeuce Huang jeuce.huang@winesofgermany.com.cn Tan Wu tan.wu@winesofgermany.com.cn
5月、9月、10月	“我爱雷司令”消费者活动 <ul style="list-style-type: none"> 贝丹德梭消费者品鉴会。 上海FEAST美食美酒节。 雷司令民谣音乐花园。 “我爱雷司令”三轮车推广活动。 其他适合的葡萄酒节... 	消费者 / 进口商	联系人： Jeuce Huang jeuce.huang@winesofgermany.com.cn Ines Qiu ines.qiu@winesofgermany.com.cn

<p>5月31日、6月2日、6月4日</p>	<p>Riesling & Co酒店展（北京、杭州、深圳）</p> <ul style="list-style-type: none"> • 时间：5月31日北京，6月2日杭州，6月4日深圳 • 在酒店宴会厅举办德国葡萄酒盛大品鉴会和大师班。 • 招募每个城市最少15家参展商，最多30家参展商。 • 为大师班招募8-10款德国葡萄酒。 • 展览微信小程序。 • 参展费: 600欧元 或 4,650人民币一个城市 / 1,300欧元或10,000人民币三个城市。 • 项目申请表将于2021年1月15日提供。 	<p>德国葡萄酒进口商 / 酒庄</p>	<p>联系人： Tan Wu tan.wu@winesofgermany.com.cn</p>
<p>7月和8月</p>	<p>雷司令周</p> <ul style="list-style-type: none"> • 雷司令周官方活动网站 www.rieslingweeks.com.cn 和微信小程序。 • 在多个城市的餐厅和葡萄酒吧促销。 • 德国葡萄酒清折一夏的零售促销。 • 在多个城市举办"无雷司令不夏天"消费者活动。 • 项目申请表将于2021年3月1日提供。 	<p>餐饮 / 零售和电商 / 消费者</p>	<p>联系人： Juce Huang jeuce.huang@winesofgermany.com.cn Tan Wu tan.wu@winesofgermany.com.cn Ines Qiu ines.qiu@winesofgermany.com.cn</p>
<p>8月</p>	<p>德国葡萄酒认证讲师（GWA-3级课程）</p> <ul style="list-style-type: none"> • 德协将认证15名新讲师。 • 认证讲师将被邀请赴德国学习和考试。 	<p>葡萄酒讲师</p>	<p>联系人：Tan Wu tan.wu@winesofgermany.com.cn</p>
<p>10月</p>	<p>Riesling to Campus德国葡萄酒高校巡礼</p> <ul style="list-style-type: none"> • 针对培养未来葡萄酒从业者的教育计划。 • 在4所中国农业大学里举办4场德国葡萄酒初级课程。 	<p>葡萄酒专业大学生</p>	<p>联系人：Tan Wu tan.wu@winesofgermany.com.cn</p>

11月9日-11日	上海ProWine国际葡萄酒博览会 <ul style="list-style-type: none"> • 由德国农业与食品部组织的德国葡萄酒国家展团。 • TOP50获奖德国葡萄酒品鉴区域。 • 1节大师班。 • 9节德国葡萄酒小课堂。 • 展览微信小程序。 	德国酒庄 / 德国葡萄酒进口商	联系人： Manuela Liebchen, ml@deutscheweine.de
12月	GWA - Level 2 德国葡萄酒二级专家认证课程 <ul style="list-style-type: none"> • 2天的德国葡萄酒专业课程。 • 由德国葡萄酒协会委任专业葡萄酒教育机构组织，需由德国葡萄酒协会官方认证讲师授课。 • 考试和证书。 	葡萄酒从业者	联系人： Tan Wu tan.wu@winesofgermany.com.cn
全年	GWA - Level 1 德国葡萄酒一级消费者课程 <ul style="list-style-type: none"> • 为葡萄酒爱好者/消费者设计的3小时初学者课程。 • 需由德国葡萄酒协会官方认证讲师授课。 • 带证书。 	消费者	联系人： Tan Wu tan.wu@winesofgermany.com.cn