

WINES
OF GREECE



GREEK
WINE
FEDERATION



@GreekWineUK
#greekwineuk
#greekwinemonth

GREEK WINE MONTH

JUNE 2024

**We would love to invite you to take part in the UK's first ever
Greek Wine Month!**

Taking place *this June*, Greek Wine Month is open to all retailers and restaurants working with wineries that are part of the Wines of Greece campaign.

The promotional month is a collaborative effort between The Greek Wine Federation, Westbury Communications, and UK importers.

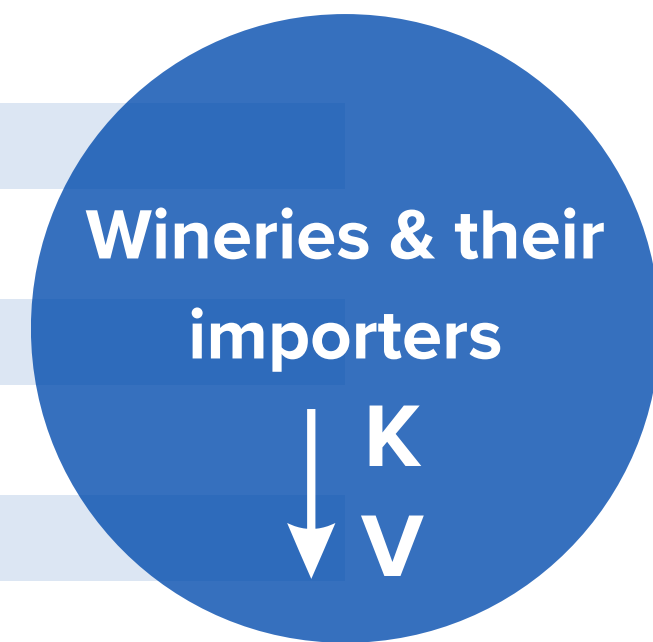
Please note: This promotion is privately funded by the wineries, so we kindly ask that any promotional activity features campaign wineries (list of participating wineries and their importers listed on the next page).



Winery	Importers
Alpha Estate	Hallgarten & Novum Wines, Maltby & Greek
Artemis Karamolegos Winery	Amathus Drinks, Woodwinters Wines and Whiskies
Avantis Winery	Amathus Drinks, Treasures from Greece
Boutari Wineries	Aspris & Son, The Greek Delicatessen Ltd
Cavino / Mega Spileo	Kingsland Drinks
Diamantakis Winery	Vindependents, Woodwinters Wines and Whiskies
Diamantakos Winery	Clark Foyster Wines
Domaine Costa Lazaridi	Agora Greek Delicacies, Venus Wine & Spirit Merchants
Domaine Hatzimichalis	Marathon Food, The Oxford Wine Company, Agora Greek Delicacies
Domaine Sigalas	Enotria & Coe
Domaine Skouras	Eclectic Wines
Douloufakis Winery	Maltby & Greek
Estate Argyros	Clark Foyster Wines
Gaia Wines	Hallgarten & Novum Wines
Greek Wine Cellars	Aspris & Son
Idaia Winery	Hallgarten & Novum Wines
Kir-Yianni Estate	Enotria & Coe
Ktima Biblia Chora	Hallgarten & Novum Wines, Cava Spiliadis
Ktima Gerovassiliou	Hallgarten & Novum Wines



Winery	Importers
Ktima Pavlidis	The Greek Delicatessen Ltd
Ktima Spiropoulos	Amathus Drinks
Monemvasia Winery	Hallgarten & Novum Wines
Muses Estate	Hallgarten & Novum Wines
Nico Lazaridi Wines	The Greek Delicatessen Ltd
Oeno P	Maltby & Greek
Orealios Gaea	Maltby & Greek
Ousyra Winery	Maltby & Greek
Papagiannakos Winery	Boutinot
Parparoussis Winery	Cava Spiliadis
Rouvalis Winery	Maltby & Greek
Samartzis Estate Wines	Tanners Wines
Santo Wines	Bibendum, Maltby & Greek, Agora Greek Delicacies
Tselepos Winery	Cava Spiliadis
UWC Samos	Eclectic Wines
Vakakis Winery	Southern Wine Roads
Vassaltis Vineyards	Flint Wines
Venetsanos Winery	Cava Spiliadis



Greek Wine Month promotion

A few ideas...

-  **Display or shelf dedicated to Greek wines**
-  **Open bottles to taste**
-  **Mixed case offers**
-  **Ticketed tastings**
-  **Social media/newsletter mentions**

All and any promotion is welcome!

If you cannot commit time to tastings or in-store promotions, we would still love for you to take part in any small way you can!







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POS pack

If you have a physical shop, we will send a POS pack containing:

-  **2 x posters (2 different designs)**
-  **300 x Postcards (A6)**
-  **200 x Stickers (3.5cm round)**
-  **3 x Fridge Stickers (10cm x 10cm)**

Additional digital assets will be available to download:

- maps and logos
- photos
- digital versions of the POS
- promotional copy



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Why sign up?

A few perks...



Link to list of participating retailers to be included in all trade and consumer press releases about Greek Wine Month.



Shop profile featured on @GreekWineUK. Wine and lifestyle influencers to promote the campaign and drive traffic to the channel.



Invitation to the Greek Wine Launch party on the 30th May in London.



Enter the retail competition and win a trip to Greece!



Retail competition

The two best retail promotions will be identified and one representative from each shop will be invited on a trip to Greece in October 2024.

What will we consider?

- Increased sales of Greek wine
- Quantity of social media posts and engagement rates
- Creativity and prominence of shelf displays
- Number of promotional activities and customer attendance

How do you enter?

Simply submit evidence of your promotional activity by 8th July. This should include:

- Evidence of any increased sales of greek wine
- Overview of your promotional activity
- Supporting photos of shop displays and promotional activities
- Screenshots of social media activity/newsletter promotion etc

Winners will be selected by Westbury Communications and The Greek Wine Federation



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Social media

Please tag both **@greekwineuk** and **@westburycomms** so we can help promote your activity!



Instagram accounts:

[@GreekWineUK](#)

[@WestburyComms](#)

Hashtags:

#greekwineuk

#greekwinemonth

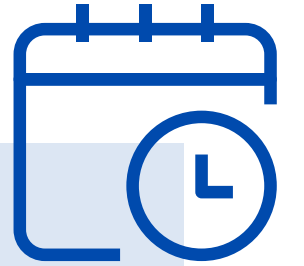
Key info and deadlines



If you require any further info on the promotional campaign or have any questions, we would love to hear from you!

anny@westburycom.co.uk

If you would like to discuss samples or any other wine related issues please get in touch with the participating importers directly.



Registration deadline:
30th April 2024

Other key dates:

Retail competition deadline: 8th July 2024

Retail winners announced: 31st July 2024

Fill in a simple form and you're done!

REGISTER HERE



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