



*Celebrate
European Quality Wines!*

GARNACHA | GRENACHE

**ENJOY
IT'S FROM
EUROPE**



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**CAMPAIGN FINANCED WITH AID
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**THE EUROPEAN UNION SUPPORTS CAMPAIGNS THAT
PROMOTE HIGH QUALITY AGRICULTURAL PRODUCTS**



2015

2016

2017

PLANNING & PREPARATION

APPLICATION

YES!

FINAL GA

GA

2017

2018

TENDER

Y1

DELIVERABLES

2018

2019

Y2

DELIVERABLES

2019

2020

Y3

DELIVERABLES

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GUIDES & SEMINARS
EU MAIN MESSAGE
PARTICIPANT PORTAL
PLANNING ON SITE
MARKET EXPERTISE FOLLOW-UP
COLLABORATION
FREQUENT MEETINGS
SHARED GOALS

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SEGMENT FOCUS

GENERATION TREATERS / MILLENNIAL
ADVENTUROUS CONNOISSEURS / EXPLORERS

TIME FOCUS

GARNACHA/GRENACHE DAY

GEOGRAPHICAL FOCUS



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PR: 8M+ IMPRESSIONS

3M+ DIGITAL IMPRESS.

SOCIAL MEDIA

42K FACEBOOK FANS

4,5K TWITTER FOLLOWERS

13K INSTAGRAM FOLLOWERS

ADVERTISING

PRINTED: 7,8M+ IMPRESSIONS

ONLINE: 6.9M+ IMPRESSIONS

WP 1 & 2

COORD. & STRATEGY

Year 1 deliverables
ONGOIN
Coordination

WP 3

PR

Press Lunch / Dinner
Press Trip (Oct.)
Press Releases (x2)
Samples
Media Bureau

WP 4

DIGITAL

Website
Social media
WineChats (x3)

WP 5

ADVERTISING

PRINT: Wine Enthusiast,
Wine Spectator, Somm
Journal, Tasting
Pannel, LCBO & SAQ
ONLINE: Linquia, Wine
Spectator & other.

IN-STORE TASTINGS

417 USA

NY 176 & NJ 4

IL 76

TX 60

FL 58

CA 43

100 CANADA

60 LCBO

40 SAQ

WINE.COM

100K IMPRESSIONS

EVENTS

29.500 CONSUMERS

WP 6

DESIGN

POS, Brand's Look and
feel, Collateral Designs
3 Videos

WP 7

EVENTS

Seminar
Events (x4): Chicago
LuxeHome, Latin Food
Fest San Diego, DC Wine
Fest & Taste of Toronto

WP 8

IN-STORE TASTINGS

100 Canada
(LCBO & SAQ)
400 USA
Online (Wine.com)

WP 9

EVALUATION

Consumer survey
Interviews
Nielsen sales

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The image shows a dog looking at a magazine spread. The left page features recipes for 'Pasta with Chicken and Vegetables' and 'Pasta with Chicken and Vegetables'. The right page features a large advertisement for 'Discover GARNACHA GRENACHE European Quality Wines from Spain and France' with images of wine glasses and food.

The image shows the front cover of the November 2014 issue of Wine Spectator magazine. The cover features a dark blue background with a photograph of the New York City skyline at night, including the Manhattan Bridge and the Freedom Tower. The title 'Wine Spectator' is at the top in a large, white, serif font, with the website 'WineSpectator.com' in a smaller font to its right. Below the title, 'NEW YORK CITY' is written in large, bold, yellow, sans-serif capital letters. Underneath that, 'An Insider's Guide for Wine and Food Lovers' is written in a smaller, white, sans-serif font. A list of featured content is on the left side, including 'EXPLORING GOTHAM', 'BEST RESTAURANTS', 'TOP HOTELS', 'NEIGHBORHOOD STARS', and 'OUR EDITORS' FAVORITES', all in white, sans-serif capital letters. At the bottom right, the word 'MODERNISM' is partially visible in white, sans-serif capital letters.

Wine Spectator
WineSpectator.com

NEW YORK CITY
An Insider's Guide for Wine and Food Lovers

EXPLORING GOTHAM
BEST RESTAURANTS
TOP HOTELS
NEIGHBORHOOD STARS
OUR EDITORS' FAVORITES

MODERNISM OR

Discover
**GARNACHA
GRENACHE**

*European Quality Wines
from Spain and France*

[f](#)
[t](#)
[g+](#)
[v](#)
[i](#)

WWW.WINES-OF-GARNACHA.COM
WWW.VINO-DE-GRENACHE.COM

The label of the wine promotes the status of the quality wine and is subject to the supervision of the European Commission and the Commission. It is not a guarantee of quality and does not constitute any responsibility for any use and may be subject to the Commission's supervision.

THE EUROPEAN UNION QUALITY AGRICULTURAL PRODUCTS
CAMPAINS THAT PROMOTE HIGH QUALITY AGRICULTURAL PRODUCTS

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THANK YOU!

EUROPEAN GARNACHA/GRENACHE QUALITY WINES

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