National Program to support the wine sector 2014-2018.

Promotional Project under the measure: "Promotion on the markets of third countries"

Promotional Project: "Promotion of European wines in the US"

Beneficent: Association “Brand Marketing Organization World Wines”
Outline of the program
What includes & what does not
Outline of the Program
What does it include

- Object of promotion will be Bulgarian wines with a Protected Designation of Origin (PDO) or Protected Geographical Indication (PGI) and Bulgarian varietal wines without PDO or PGI or so called “wines with an indication of the wine grape variety”;

- Object of promotion will be products (wine), properly certified as BIO (organic).
Outline of the Program

What does not include

- trademarks will **not** be promoted;
- any given wine as a sample, information/tasting material or gift, will be labeled in a specific way, containing only information about its contents and origin information that the latter is subject of promotional project, funded by the EU and the Republic of Bulgaria, and the relevant particulars, required under the applicable laws in the US, regarding the presentation of the products (wine).
Logo of the project

Fine European Wines

Slogan of the project

The New Trend In the Wine World
Key messages of the project:

- The promotional campaigns of the project will be focused on the **traditions** of wine regions and sub-regions in Bulgaria, as part of the EU;

- The project represents a new, modern look of the Bulgarian Vine and Wine;

- The campaign will highlight the advantages of the Bulgarian products, as part of the Community products, in particular: quality, safety and positive impact on the health and caring for the environment.
Target groups:

- **Consumers**, age group 34-55, men and women;
- **Wine Institute representatives** – educational, research and others;
- **Influential people**, journalists, gourmet experts, wine experts;
- **Importers, distributors**, wholesalers and retailers;
- **Specialized wine shops** and chain stores;
- **Managers** and owners of restaurants and hotels;
- **Sommeliers**.
Target groups

- The project aims to reach the highest segments of the market - people with middle and high incomes and also foreigners (visitors, tourists, businessmen).

- A significant number of consumers will be able to be aware through the project's information materials, distributed at the exhibitions, the special events and during the master classes, as presented in the analysis of all activities. It is expected the project's messages to reach their target groups through advertising in print and electronic media.
Distributors/Wholesalers/Retailers

- Importers – large stores representatives;
- Wholesalers;
- Retailers.

- The target groups will be informed and will evaluate the products;
- The target groups will be in touch with the affirmation of the product "wine";
- Their contribution is determinant for the sustainability of the project.
Leaders, influencing the public opinion

- Sommeliers;
- National and international professionals in the sector;
- Specialized journalists;
- The target groups (opinion leaders) will affect directly and indirectly on the promotion and affirmation of the product "European wine";
- Will affect on the opinion formation of the mass wine consumers;
- Will provoke an interest in the product.
The strategy of the project is through a comprehensive range of events, conceptually and strategically relevant, to be effectively promoted the European wines, their benefits, taste and origin, through:

- Conduction of wine tastings/master classes;
- Participation in special events and exhibitions;
- Creation of events, specifically aimed to present the Fine European Wines;
- Organization of targeted visits for US target groups in Bulgaria;
- The promotional activities are aimed to the specialized audience, which has a major impact on the consumer attitudes.
Project objectives:

- Improving the image of the European varietal wines, wines with protected origin and protected geographical features, on the US market, among the target groups.
- Initiating an export of wines, promoted in the US, with an increase of 15% after the implementation period of the project.
Wineries, involved in the project:

- Organic Winery “Orbelus”
- Chateau Burgozone
- Bratanov Winery
- Wine Cellar Villa Melnik
- Rousse Winery
- Domaine Boyar International
- Domaine Marash
- Neragora Winery
- SIS Industries
- Chateau Windy Hills
- Chateau Kolarovo
- Logodaj Winery
- Villa Yustina Boutique Winery
Description of the planned activities

- Electronic materials;
- Printed information materials;
- Special events for key guests from the USA in Bulgaria;
- Targeted events in the US;
- Media campaign;
- Expected impact and measuring of results.
Electronic materials

Website

- An essential element for awareness and targeted promotion of the project.
- The effective and original website is a key prerequisite for achieving specific results through a parallel social media advertising.
Printed promotional materials

- Logo of the project;
- Information brochures;
- Posters / banners;
- Maps of wine regions;
- Custom wine labels / Stickers;
- Wine catalogue;
- DVD packaging, including DVD burning;
- Folders;
- Wine bags;
- Presentations for the various events;
- Production and distribution of three 7-min commercial videos;
- Translation of all printed and electronic materials (BG - EN - BG).
Overall organization of visiting of production units from the US in Bulgaria
November 2016 and November 2017

- Visit of 10 opinion leaders from the US (journalists/sommeliers, retailers, distributors, professionals from the wine sector) in Bulgaria, to visit vineyards and wineries, participating in the project.
- The activity is aimed at presenting the production conditions, the specific features and quality, and the competitive advantages of the wines, produced in the regions of the program.
Conduction of special events in the US, with the presence of previously invited key guests
Conduction of special events in the US, with the presence of previously invited key guests

- The selection of all innovative events, their sequence of conduct, quantity and the selection of key cities, are consistent with the specifics and high expectations of the wine consumers in one of the most competitive markets in the world, the American.

- Each one of the activities is directly related to the others in order to achieve a synergistic effect, which provides the overall campaign of promoting the Fine European Wines in the USA.
Participation of Fine European Wines during the World Wine Meetings America - Chicago
May 2017
World Wine Meetings America is a global forum, taking place in Chicago in May, and brings together manufacturers, importers, distributors, retailers (chain stores, restaurants), and media.

- B2B meetings with representatives of the target groups - importers, distributors, wine merchants;
- Fine European Wines’ presentation during a conference of the exhibition;
- Master Class, featuring a sommelier from Bulgaria.
Restaurant Association Metropolitan Washington (RAMW) – partner of Brand Marketing Organization World Wines

- Restaurant Association Metropolitan Washington is one of the most influential professional organizations in the food industry in Washington and DC region, comprising over 950 members in this sector, to whom provides an assistance for effective market development.
Master Class & Open Tasting

- Washington, New York and Chicago

September 2016 - Washington
February 2017 – New York
September 2017 - Washington
February 2018 – Chicago
Master Class and Open Tasting

The organizing of master class and open tasting in Washington, New York and Chicago will be organized with the cooperation of local professional organizations in the field of wine and food industry, who know the specific preferences of the local consumers of wine, have access and credibility of the target groups (sommeliers, distributors, retailers, importers). They will be called "Ambassadors" of Fine European Wine and will attend the tastings and present its qualities and characteristics.

- Master Class: 25-35 participants
- Open tasting - 75-100 participants
Master Class and Open Tasting

- Master Class - a specialized tasting, presenting Fine European wines, intended for professionals, sommeliers, retailers, distributors.
- Open tasting - wine tasting for wide range of consumers.
Fine European Wines partner of Spring Wine Fling – Washington
March 2017
The Spring Wine Fling is a weeklong celebration of wine programs across the DC region. Participating restaurants showcase their wine programs during the transition to the Spring season through print, digital, direct and social media marketing.
Spring Wine Fling

- A targeted promotion in specialized wine shops during the event in 2017;
- Advertising campaign focused on the European wines;
- B2B meetings with representatives of the target groups - retailers, importers, distributors;
- Direct promotion of European wines to the restaurants, members of RAMW.
Restaurant Week Washington

- **Restaurant Week Washington** is one of the most successful Restaurant Week promotion in Washington and DC region, which puts Fine European Wines in front of RAMW full restaurant membership, Destination DC’s hotel and restaurant membership, and over 60,000 consumers, who follow the twice-annual promotions to experience all that the region’s restaurant scene has to offer.

- 250 of the region’s best restaurants participate to offer a three-course tasting, with the exclusive right to be presented only wine tasting of European wines, during the Restaurant Week.
Customized contest, which encourages restaurants to feature European Wine pairings as an add-on to their restaurant week menus;

The winner wins a trip to Sofia, during the visit of the US production units in Bulgaria.
Fine European Wines – an exclusive wine partner of Chef’s Table Event - Washington
September 2016
September 2017
Fine European Wines - Host of the Chef’s Table Dinner in the DC Metro Area, with strategic invites for the RAMW Board Members, restaurateurs and sommeliers.

The event provides wine tasting, distribution of gifts to the guests, distribution of promotional materials and presentation of Fine European Wines as a host of Wine Chef’s Table Event in the social networks.
Promotion of Fine European Wines during a Member Networking Event of Restaurant Association Metropolitan Washington (RAMW)
October 2016
October 2017
RAMW Member Networking Event

RAMW hosts regular networking events for members throughout the year to meet, network, and learn about new opportunities (strictly profiled groups including: restaurant owners, hotel managers, managers of supermarket chains).

These events attract 150-200 guests each month and are hosted by different restaurants each time.

- Fine European Wines – host of branded bar/tasting station;
- B2B meetings with target groups, accompanied by tasting European wine.
Fine European Wines – exclusive wine partner of RAMMYS Gala Awards & RAMMYS Events – Washington July 2017
RAMMYS Gala Awards & RAMMYS Events

- Fine European Wines – an exclusive wine partner of the prestigious awarding of Restaurant Association Metropolitan Washington - RAMMYS Gala Awards.
- Central positioning;
- Wine tastings;
- B2B meetings;
- Seminar.
Conduction of wine tastings during the Cherry Picks & National Cherry Blossom Festival Festival – Washington
April 2017
April 2018
Cherry Picks & National Cherry Blossom Festival is a spring celebration, which is a huge scene, near one of the busiest parts of Washington - the subway.

The created scene becomes arena for all restaurants in Washington and DC, who presented their spring menus.

The event is attended by more than 500,000 visitors (end consumers and wine lovers, restaurateurs and wine merchants).

Participation of Fine European Wines:
- Tasting bar, branded with the logo of the project;
- Open wine tasting for 3 days.
Participation of Fine European Wines during the USA Trade Tasting – New York
March 2017
March 2018
USA Trade Tasting (USATT) is a prestigious forum that gathers within two days manufacturers, importers, distributors, wine merchants and media. The event is attended from visitors all around the world. Determination is as a forum that "dictates the rules" in the F&B industry.

- Presentation of Fine European wines to 30 merchants, seeking new types of wine for their trading portfolios, during the Brand Pitch Area;
- Sommeliers and speaker/moderator for the purposes of the presentation during the wine tasting;
- Direct meetings with potential buyers;
- Bundled services, including a series of advertising opportunities, offered by the exhibition.
Media campaign

- Paid advertising, outside the intended ads, accompanying each event;
- Publications (articles and interviews) in leading print media in Washington, Chicago, New York;
- Publishing an articles in specialized journals.
The activity includes an evaluation of the effectiveness of the main events and the other project activities, evaluation of the effectiveness in terms of specific performance targets, the scope of the promoted events - advertising - informational forms.

An assessment of the overall implementation of the project, in the range of events and forms of promotion, coverage reached in the target groups; impact assessment and expanding interest in the European wines and exporters.
USA Wine West – partner of Brand Marketing Organization World Wines

WE TIE IT ALL TOGETHER
USA Wine West is a licensed importer, offering an effective strategy for the import of foreign wines in the US market. The experienced team of USAWW offers a comprehensive services and supports wineries and association of those who want to position themselves successfully in the US market.

USA Wine West has nearly 20 years experience in managing marketing strategies, logistics, administration and distribution of high quality wine in all 50 states of North America. They work with foreign and domestic partners of the sector, as well as US importers and other foreign wine associations that have a clear marketing strategy in order to sale of wine in the United States. USAWW provides a comprehensive and timely service at a professional level in the distribution of wine, also in the administrative field and in logistical and legal field.
Management team of the project

Ivelina Kyuleva
Project Manager

Elena Mihaylova
Project Coordinator

Milena Vassileva
PR & Media relations Coordinator

Simona Damyanova
Administrative Coordinator

Agop Kasparyan
Accountant

Marin Atanasov
Chief Sommelier
THANK YOU FOR YOUR ATTENTION!