

## Now, it's time for the German wine producers to join the matchmaking process

To create relevant matches between producers and importers, we're planning two speed tasting events for importers in Denmark. We hope to have **50 wine producers participate** by each selecting and sending **three wines for the speed tastings**. Producers will have until 31 March 2021 to send their wines for the tasting.

Our goal is to have 20-30 participating wine importers at every matchmaking tasting.

The matchmaking tastings will take place on **19 April 2021 in Aarhus** and **21 April 2021 in Copenhagen**. On 23 March 2021, we will write to the relevant producers with more details, and ask them to send off their selected wines for the tasting.

## How you can participate as a wine producer

- We're asking you to fill out a survey with general information about yourself as a producer and with a description of your three selected wines for the matchmakingtasting.
- After receiving the survey responses, we will analyze the collected information from producers and **invite 50 wine producers to participate** in the tasting with three wines each (four bottles per wine – total parcel with 12 bottles).
- On **23 March 2021**, we will write to the participating producers, asking them to send off their selected wines for the tasting.
- The box with the 12 bottles should then be sent to WMS (WMS Weinevents & Marketing Services GmbH, Budenheimer Weg 67, 55262 Heidesheim), marked **Matchmaking Denmark**. Transport costs from Heidesheim will be covered by the DWI.
- Producers will have until **31 March 2021** to send their wines for thetasting.
- On **6 April 2021**, we will finalise the official list of wines that are part of the tastings.
- The official wine list will be sent as a PDF to importers along with an invitation to sign up for the tastings.
- The matchmaking tastings will take place on **19 April 2021 in Aarhus** and **21 April 2021 in Copenhagen**.

### Matchmaking speed tastings

- **19 April 2021:** The matchmaking tasting will take place in Aarhus, Denmark.
- **21 April 2021:** The matchmaking tasting will take place in Copenhagen, Denmark.
- At the tasting events, importers will have the chance to taste approximately 150 different wines. They will be provided with a tasting list and have the opportunity to taste all the wines, not only the wine styles in which they showed an interest.
- The wines will be presented in a walk-around tasting and sorted by regions, grapes etc.

### Follow-up and matchmaking after the tastings

- We will analyse the collected information from the tasting events and draw out the most important conclusions. Based on this, we will prepare a report from both tasting events.
- This report will be shared with DWI and sent as follow-up communication to the wine producers.
- The report will also be shared with importers to follow up as well as build interest for future events.
- We will follow up directly with any importers and wine producers that may need support in building further relationships.

The team behind *Wines of Germany – Denmark* wants to thank everyone supporting this initiative.

If you have any questions related to these events, please do not hesitate to contact us.

Kind regards,

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