



Clink Different

EXPERIENCE THE WINES OF EUROPE

Joint program to promote the unique,
quality wines of Germany and Bordeaux

PRESS KIT 2020
PROGRAM OVERVIEW



CAMPAIGN FINANCED
WITH AID FROM THE
EUROPEAN UNION

ENJOY
IT'S FROM
EUROPE



INTRODUCING

Clink Different

EXPERIENCE THE WINES OF EUROPE

Clink Different is a collective effort between the Conseil Interprofessionnel du Vin de Bordeaux (CIVB, Bordeaux Wine Council) and the Deutsches Weininstitut (DWI, German Wine Institute) to increase awareness and consumption of European wines, and more specifically of wines with a protected designation of origin (PDO) produced in the region of Bordeaux, France, and in Germany.

Promotion of Bordeaux and German wines in the USA will include press relations, trade education, events, a joint digital presence, online advertising, and point-of-sale promotions, implemented between May 1st 2019 and December 31st 2021.

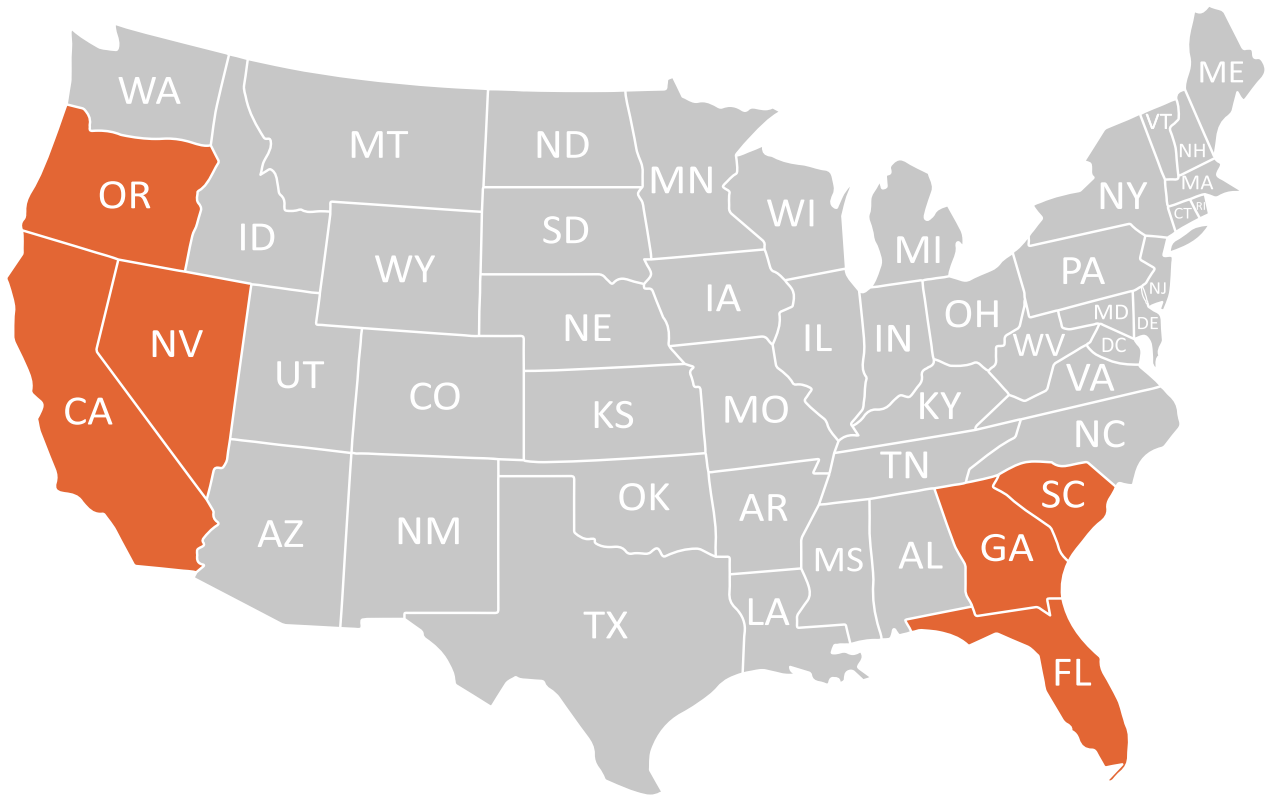
The program is co-financed by the European Union as part of “Enjoy, It’s From Europe,” an overall promotion policy adopted by the European Commission in 2016, in part to help agricultural products from Europe break into or increase awareness in international markets.

In announcing the program, DWI Managing Director Monika Reule shared, “For both Germany and Bordeaux, the USA is one of the most important foreign markets, while our most important grape varieties do not overlap.” The then President of the CIVB, Allan Sichel added, “Among the main reasons for this cooperation are our common history, culture and art of living. American consumers and wine lovers are invited to explore the unexpected and to Clink Different.”



PROGRAM ACTIVATION

Clink Different officially launched in May 2019. Activities will take place through December 2021 in the following markets:



For more information on Clink Different events and POS promotions, please visit ClinkDifferent.com and follow along on social media #ClinkDifferent.

TWO EUROPEAN POWERHOUSES

THE UNIFYING QUALITIES OF GERMANY & BORDEAUX

Why Bordeaux and Germany? The two regions may appear dramatically different, yet they share unifying qualities, presenting fascinating parallels:

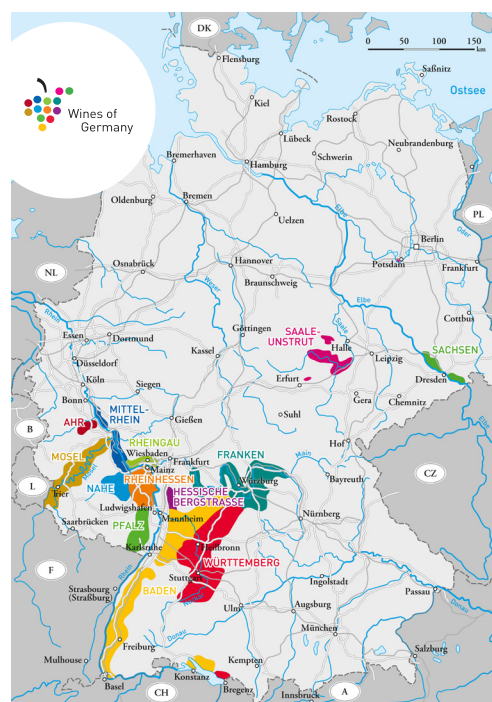
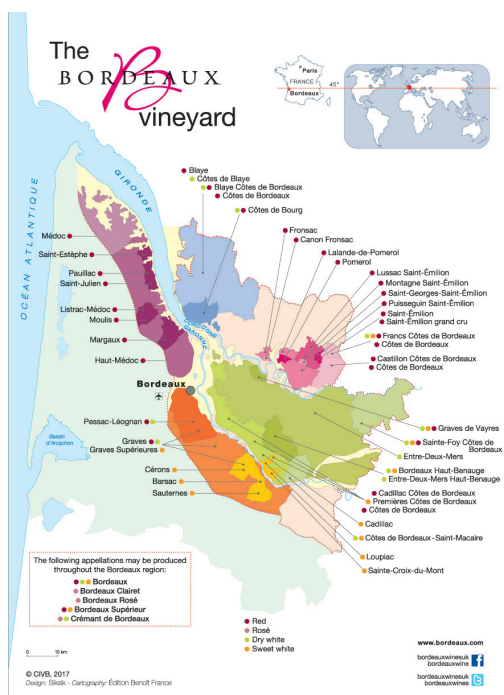
1. SURPRISING STYLES | KNOWN, YET UNKNOWN

Each is renowned in the global wine market – Germany is esteemed for white wines, Bordeaux for red blends – yet each offers more than meets the eye. Relatively lesser known to US consumers are Bordeaux’s high quality white wines, Germany’s world-class red wines, and the spectacular sparkling wines from both.

Drawing on these parallels, the partnership presents an opportunity for each region to honor their renowned reputations while spotlighting the underexplored aspects of their viticulture.

2. DISTINCT DESTINATIONS | FROM URBAN HOTSPOTS TO HARVEST

Germany’s 13 official wine regions and France’s region of Bordeaux contain similar vineyard acreage and are situated towards the southwest of their country’s borders. Germany is considered a “cool climate” region as one of the world’s most northerly official wine growing areas. Located on the 45th parallel near the Atlantic Ocean, Bordeaux enjoys a temperate oceanic climate. Vineyards in both Bordeaux and Germany benefit from the warming and regulating effects of the Gulf Stream along with natural protection from surrounding forests and mountain ranges.



Vineyards tend to be situated along the unique topography of rolling rivers. Germany's Mosel and Rhine Rivers and Bordeaux's Gironde Estuary, Garonne, and Dordogne Rivers each contribute unique flavor profiles to the wines produced on their banks – in addition to providing unparalleled wine-sipping scenery.



BORDEAUX



GERMANY

Among the acres of agricultural activity are urban centers rich with culture and community. The city of Bordeaux welcomes visitors from all over the world and was named the top city to visit by The Lonely Planet in 2017, and Germany entices tourists with Mainz, Frankfurt, Trier, Würzburg, Dresden or Heidelberg.

Each region offers endless activities and touring opportunities, in or out of winery tasting rooms.

3. MODERN INNOVATION | NEW WINEMAKERS, NEW PERSPECTIVES

Both Germany and Bordeaux have deep viticultural histories and celebrate their centuries of tradition, but they are not stuck in the past – knowledge is passed down to new generations, paving the way for the future of winemaking.

Empowering new industry members through the world's top educational and research institutions and networking organizations brings new perspectives, more efficient processes, sustainable techniques, and increasingly high quality wines.



BORDEAUX



GERMANY

4. CULINARY CULTURE | PAIRING POSSIBILITIES

Food is at the heart of European culture, from seasonal markets and urban street fare or food trucks to family dinners and Michelin-starred restaurants – and no meal is complete without the perfectly paired glass of wine. Whether you're seeking authentic flavors or modern fusions, both Bordeaux and Germany can take you on a culinary journey.

ABOUT THE PARTNER ORGANIZATIONS



BORDEAUX

- The Conseil Interprofessionnel du Vin de Bordeaux (CIVB)
- *"Bordeaux Wine Council"*
- Founded 1948
- Headquarters: 1 Cours du 30 Juillet, 33000 Bordeaux Cedex, FR
- www.bordeaux.com

The Bordeaux Wine Council (C.I.V.B.) unites representatives from the three families of the Bordeaux wine industry: winegrowers, merchants, and traders. The Council works to position Bordeaux wines as the brand of reference, create a strong bond between consumers and the Bordeaux brand, and recruit new, younger consumers and ensure loyalty. All the while, CIVB focuses on building knowledge and anticipating new requirements related to environmental and food safety regulations. CIVB works to develop wine tourism, protect local terroir, fight counterfeiting, and promote Bordeaux wines by celebrating the brand and its winemakers globally.



GERMANY

- Deutsches Weininstitut (DWI)
- *"German Wine Institute"*
- Founded 1949
- Headquarters: Platz des Weines 2, 55294 Bodenheim, DE
- www.germanwineusa.com

The German Wine Institute (DWI) is the central communication and marketing organization of the German wine industry. The core task of the DWI is to promote the quality and the sales of wines from the 13 German wine-growing regions by marketing measures, which are neutral with regard to competition at home and abroad. Among other things, this includes press and public relations work, the execution of information campaigns including events, the participation in national and international trade fairs as well as the organization of wine presentations and events together with German producers all over the world.

Both DWI and CIVB have been granted EU co-financing for information and promotion measures and will implement the project together.