



June 2018

GROWER
CHAMPAGNE
MONTH

#DrinkGrowerChampagne

Grower Champagne Month 2018

Grower Champagne Month - Wrap Up



Facebook:

www.facebook.com/drinkgrowerchampagne

Instagram:

[@GrowerChampagneMonth](https://www.instagram.com/GrowerChampagneMonth)

Hashtag:

[#DrinkGrowerChampagne](https://www.instagram.com/hashtag/DrinkGrowerChampagne)

Website:

www.drinkgrowerchampagne.co.uk



[Grower Champagne Month Video](#)

What is Grower Champagne Month?

- Grower Champagne Month is an annual celebration of the most exciting artisanal wines & vigneronns in Champagne for the entire month of June.
- Our aim is to provide a united voice for the most exciting growers in the market to help them gain the recognition they deserve.
- We partner with Retailers, Importers, Restaurants & Wine Bars to bring Producers from Champagne to London for a calendar of exciting events.
- While many in the Trade know these wines, this is the perfect opportunity to meet the people behind the labels & introduce them to consumers in an engaging way.

www.drinkgrowerchampagne.co.uk/about



The Programme:

The mission is to find creative & exciting ways to present wines for customers to taste, drink, and enjoy.

- Participating Restaurants & Wine Bars are encouraged to run special "By the Glass" offers, Feature Sheets, & Events to showcase some of their favourite growers.
- Prize donations from various partners will be given away throughout June to random winners who use the hashtag **#DrinkGrowerChampagne** on Instagram.

The Events Calendar is being finalised, but more than **10 Leading Vignerons** are already confirmed for 2018 including the following iconic domaines:

- Eric Rodez, Vouette & Sorbee, Jacques Lassaigne, Hubert Paulet, Ruppert-Leroy, Clandestin, with more estates added daily.

www.drinkgrowerchampagne.co.uk/events



How To Get Involved:

To participate in Grower Champagne Month:

- Create an event, offer, competition, or other activity to celebrate your favourite **Grower Champagnes**
- Get in touch at info@drinkgrowerchampagne.co.uk or via social media to tell us what you have planned.
- Promote your Grower Champagne Month activity & wines via your usual marketing channels & communications
- Use the hashtag **#drinkgrowerchampagne** to get involved on social media. Any posts using the hashtag will integrate immediately to our website & instagram
- Visit www.drinkgrowerchampagne.co.uk to see last year's events, & stay tuned for updates on plans for 2018

What We Can Do For You:

To support your efforts, we will:

- Help you book attending Champagne Producers for Customer Events at your Restaurant, Bar, or Shop where they are available
- Add your company & logo to the list of [Official Partners](#) on our website & in our communications
- Link to your website, Social Media, & Ecommerce platforms on our [website](#)
- List & Promote your events/promotions [online](#) & to our database
- Provide printed promotional materials & brochures where requested
- Award Prizes to customers throughout the month who use [#DrinkGrowerChampagne](#) on Social Media
- All content on Instagram using the hashtag [#DrinkGrowerChampagne](#) automatically feeds to our website, & will be reposted by [@GrowerChampagneMonth](#)