Rhône Valley Vineyards is pleased to offer support in the form of sponsored happy hour tastings and POS materials to restaurants that carry Rhône Valley AOCs.

Our goal is to help boost sales of Rhône Valley wines and increase awareness of this region to trade and consumers.

Promote the exciting Rhône Valley wines AOC category between March 11th and 25th 2019

PROMOTIONAL FEATURES

✓ Turnkey promotion at no cost to you
  • We manage all aspects of sales and promotion for you!
✓ Sponsored by Rhône Valley Vineyards
  • We are here to support you and your sales!
✓ Aggressive advertising, social media and PR campaign

For more information on benefits and promotion guidelines, contact:
Jonathan Cristaldi – jcristaldi@gmail.com

For more information on Rhône Valley Vineyards in the U.S, contact:
Eileen Fabunan – efabunan@inter-rhone.com
Daphne Payan - dpayan@inter-rhone.com
Known as Inter-Rhône in France, Rhône Valley Vineyards is the inter-professional body for all Rhône Valley AOC wines (Appellations d’Origine Contrôlée) with the exception of Châteauneuf-du-Pape. Created in 1955, Inter-Rhône represents over 1,500 entities including private & cooperative wineries, négociants, traders, & merchants. Its mission encompasses economic, technical, marketing & communication platforms in France and abroad. Inter-Rhône is responsible for the promotion of wine appellations (not brands/names/specific wines), and consequently, our programs cannot promote or show preference to any one producer or any one product over another.

**Key Facts***

✔ Rhône Valley wines exported 35% of total volume around the globe, with 16% of market share going to the US in 2017.

✔ The Rhône Valley has recently seen a number of very successful vintages:
  - 2015 was highly concentrated with some outstanding reds.
  - 2016 qualifies as a perfect year, with such magnificent weather showing excellent aromatic intensity, good concentration and a deep, intense color.
  - And 2017 promises to enjoy high quality and good aging potential.

✔ Vintage after vintage, Rhône Valley wines emerge as the go-to AOC wines on more mature markets. Their positive image is reinforced by the universal appeal of this region, which welcomes 14 million visitors every year.

**2017 Key Figures**

✔ France’s 2nd largest AOC vineyard area in terms of surface area and production, both conventional and organic

✔ 69,500 hectares including 6,000 ha certified organic

✔ 2,5 million hectoliters produced

✔ Export sales: 35% of production

✔ 80% Red, 13% Rose, 7% White wines

*Sources: IRI Panels, French Customs Authorities, Inter-Rhône, Vinexpo Newsroom 2017*
PARTICIPATION IS FREE! What’s in it for you:

- **Digital marketing / social media support** of Rhône Valley Wines in key media outlets in the San Francisco Bay Area leading up to and for the duration of the program
- **Microsite** which will highlight your restaurant, happy hour dates and times, and program details

**1 (2hr) happy hour event sponsored by Rhône Valley Vineyards**
- Event will be conducted by a Rhône Valley Wines Brand Ambassador
- $70 wine sample budget to feature 2 Rhône Valley wines (AOCs)
- At least 1 wine out of 2 need to be Côtes du Rhône or Côtes du Rhône Villages
- Wine sample bottles will be purchased from you by the Brand Ambassador

We’ll also provide **goodies and educational resources** for your staff including:
- 6 table tents (acrylic stands with map)
- 1 Rhône Valley encyclopedia
- 5 micro fiber glass polishing cloth
- 5 corkscrews
- 5 magnets
- 100 coasters
- Menu insert (digital file for the resto to fill in and print out)

www.rhone-wines.com
How to participate

• Agree to highlight a curated list of Rhone Valley Wine for 2-4 weeks** (this could be adding a Rhône Valley wine by the glass for 2-4 weeks; or offering a flight of white, rosé and red AOC Rhône Valley wine; you might feature Northern Rhône Reds or Southern Rhône Crus, etc, we can get creative here and tailor this to your needs).

• Bring on 1-3 new Rhone Valley AOC wines to your wine list (we will provide a healthy list of options).

• Showcase some promotional material (this could be a menu insert, table top, etc.)

• Agree to a specific date between March 11 and March 22 for one happy hour event lasting two hours, sponsored by Rhône Valley Vineyards and hosted/conducted by a Rhône Valley Wines Brand Ambassador. Inclusive of a $70 wine sample budget to feature two (2) Rhône Valley AOC Wines (Please note that at least one of these two wines needs to be a Côtes du Rhône or Côtes du Rhône Villages wine AND that these wine sample bottles will be purchased from you by the Brand Ambassador.

• Fill in program survey upon program completion (we'll be asking for basic qualitative and quantitative data from you)

QUALIFYING Rhône VALLEY WINES AOCs INCLUDE:

✓ Côtes du Rhône & Côtes du Rhône Villages + 21 named villages
✓ Northern Rhône Crus: Côte-Rôtie, Château Grillet, Condrieu, Crozes-Hermitage, Hermitage, Saint-Joseph, Cornas, Saint-Péray
✓ Southern Rhône Crus: Cairanne, Rasteau, Vinsobres, Gigondas, Vacqueyras, Beaumes-de-Venise, Lirac, Tavel, VDN Rasteau & VDN Beaumes-de Venise
✓ Additional AOCs: Ventoux, Costières de Nîmes, Luberon, Grignan Les Adhémar, Côtes du Vivarais, Duche d’Uzes, AOC Diois and AOC Clairette de Die
✓ This program does NOT include Châteauneuf-du-Pape or Vin de Pays.
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