



Communication Media Group Drinks+, using our expertise in the field of wine, restaurant business, gastronomic tourism, and marketing, presents the new international **Wine Travel Awards (WTA) 2021** and invites your company to act as an International Expo Partner of this global project.

Timing of the project

Start - May 2021, completion - November 2022.

The purpose of the award is, together with the Expo Partner, to create information support and establish links within the professional community - wine tourism entities, including those associated with HoReCa which have suffered the most from lockdowns and need to be promoted in the post-pandemic period. This also applies to our partners, representatives of the expo business who receive a comprehensive (online and offline) prolonged advertising campaign in this project.

The main features – the award of a unique format in the wine tourism. It is not a rating, but an annual advertising and informational campaign in various countries to bring attention to people, regions, and wines, and local products. The marketing strategy of the project is ideally adapted to the situation with permanent lockdowns, as it has a hybrid nature combining online and offline promotion channels.

Award's Geography

In 2021-2022, the campaign will be conducted at two levels - national, in each individual country, and at the global international. The list of key representative countries of Wine Travel Awards includes UK, Ukraine, Italy, Germany, Moldova, France, Spain and Georgia.

Audience and participants - alcohol market players, enogastronomic routes and wine lovers - professional associations, organizations, and individual wineries, breweries, wine museums, farms, as well as personalities such as wine guides, ambassadors of wines and regions, journalists and bloggers who write about wine and events in this industry.

Wine Travel Awards Nominations

Places marked on the wine and gastronomic route (wineries, farms, hotels, local food restaurants, bars, wine and local food museums, tasting rooms), Ambassador (associations, consortiums, national wine offices, ambassadors), Wine & Food Influencer (journalists, professional media, bloggers, photographers, and videographers, Education in enotourism (wine museums, institutes, tasting rooms, enogastronomic academies, wine schools participating in the tourist projects, and organizers of the exhibition participation tours, etc.), Wine guide (guides, tour guides representing the wine-producing regions, tour operators, etc.), Enogastronomic events (Food & wine fairs and festivals, Wine Days, Local products Days).

Algorithm for conducting the Wine Travel Awards events

2021 - beginning of the award announcement campaign. The participation of the International Expo Partner at this stage includes:

Placement of announcements about Wine Travel Awards on the expo partner's resources (website, catalogs, newsletters, partner media, social networks).
At the same time, this information, with the indication of the International Expo Partner, is published on all resources of the Drinks+ media group, as well as on the websites of other media, professional exhibitions, and organizations - partners of the award.

During the year, a large-scale international advertising campaign will be held in various countries, including within the framework of professional exhibitions. The events will be actively covered on all the resources of the Drinks+ media group, as well as in the national press - with the mention of the Expo Partner.

Presentation of the nominees and partners of the award will take place on the specially created website winetravelawards.com (November 2021)

February - March 2022. Voting on winetravelawards.com.

March-April 2022. Processing of voting results and questionnaires by the professional jury.

Presentation of nominees and winners at the wine tourism conference is a part of the exhibition in 2022. The award ceremony is followed by coverage on the resources of the Drinks + media group, including a special edition of the guide dedicated to the nominees for the award, and in the publications of the award's media partners.

The participation of the International Expo Partner at this stage assumes:

- Providing a hall for the presentation of the award with a timing of 1.5-2 hours.
- Possibly, provide a testing zone for tasting specialties and wines from the winners of the Award (conditions to discuss).

The final stage. Conducting a number of round tables on wine tourism in different countries with the involvement of the press and circular tastings of local wines and products, where the International and National Expo Partners of the Award will be presented.

Why might an Expo Partner be interested in this?

- ✓ Attracting a new audience to the exhibition: the participants of the award (including the wineries of your country and other EU countries - the nominees for the award) are future participants and collective guests of the exhibition.
- ✓ Additional promotion of the exhibition through advertising campaigns for the Wine Travel Awards throughout the year.
- ✓ Drawing attention to the target audience of the expo partner - participants and visitors of other authoritative exhibitions of the world-partners of the award where the Wine Travel Awards project will be presented.
- ✓ Increasing loyalty to the Expo Partner from the global professional community through an award that supports the wine tourism sector affected by the pandemic, as well as bearers of the global trend of sustainable, ecological, and ethical production.
- ✓ Promotion of information about the Expo Partner at the international level thanks to the involvement of such categories as wine bloggers, journalists, and media in the project.
- ✓ An international Expo Partner receives a global annual campaign on a partnership basis without the need to use a marketing budget which is especially important in the post-pandemic period.

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