



# CALIFORNIA WINE WEEKS



**€500 promotional support for restaurants and wine bars**  
**MAY - JUNE 2023**  
**[www.californiawineweeks.com](http://www.californiawineweeks.com)**

**sign up  
now**

## **WHAT DO I HAVE TO DO?**

1. Create a one page insert in your wine list with a special selection of at least 2 California wines, per bottle as well as 'by the glass' and in wine arrangements. That insert must show 'California Wine Weeks' and our logo.
  2. Run this promotion for at least 2 weeks between May and June 2023.
  3. Publish your special wine menu on your social media page tagging @californiawineurope. Like&follow us on Facebook & Instagram before 1 May 2023.
  4. Order at least 60 bottles with your wine supplier for this promotion.
  5. Register before May 1st 2023.
- There is a maximum number of restaurants that can participate, so sign up fast at [www.californiawines.events/event/cww2023](http://www.californiawines.events/event/cww2023)

## **WHAT'S IN IT FOR ME?**

- €500 promotional support.
- Benefit from an extensive social media campaign to increase reservations at participating restaurants. Dozens of influencers will be reaching diners near you.
- Exposure of your restaurant at on [www.californiawineweeks.com](http://www.californiawineweeks.com), visited by thousands of guests.
- Free CAPSTONE wine course level 1 or level 2
- Happy guests enjoying a bottle of great California wine!