

CALIFORNIA ON THE MENU

Past, Present and Future



PROBLEM TO SOLVE?

- Modest availability of California Wines on restaurant selection
- Sommelier not confident to suggest California
- California not Top of Mind when guests ordering wine



WHAT HAVE WE DONE TO DATE?

4

Editions of
California
Wine Weeks

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500+

Restaurants
participated



CALIFORNIA WINE WEEKS



€650 support for restaurants and wine bars

WHAT DO I HAVE TO DO?

1. Create a special "California Wine Weeks" wine list as an insert in your existing wine list.
2. The wine list should display the promotional wording 'California Wine Weeks' as well as the California Wines logo.
3. The wine list should consist of at least 2 California wines.
4. The wines should be available to order per bottle as well as 'by the glass' and in 'wine arrangements' offered to guest.
5. Run this promotion for at least 2 weeks in May 2024.
6. Send us proof of your wine order for at least 60 bottles.
7. Announce your promotion on your social media page tagging @californiawineseuropa
Like & follow us on Facebook & Instagram before 1 May 2024.
A number of restaurants that can participate, so sign up fast at www.californiawines.europa.com/ment/cww2024

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Countries



← Restaurants

Restaurang at Kungsholmen

Hantverkargatan 71, 11238 Stockholm, Sweden

Email For Reservations

boka@atkungsholmen.se

Telephone For Reservations

0735005149

[Website](#) [Facebook](#) [Instagram](#)

[Book a Table](#)

Direct booking button on California Wine Weeks website

WHAT HAVE WE DONE TO DATE?

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CA brands
featured

3 Fingers Jack, 689 Cellars, Alameda, American Wings, Arnot-Roberts, Artezin, Backhouse, Bedrock, Beringer, Bernardus, Black Stallion, Bogle, Boneshaker, Bread & Butter, Buccella, Buena Vista, California Western Cell, Cannonball, Canyon Road, Cardinale, Caymus, Château Montelena, Clay Creek, Cline, Clinet, Clos La Chance, Copper, Coppola, Corison, Daou, Decoy, Domaine de la Côte, Dominus, Duckhorn, Edmeades, Federalist, Fess Parker, Field Recordings, Food Steps, Founder The, Ghost Pines, Gloria Ferrer, Gnarly Head, Gravelly Ford, Grgich Hills, Hahn, Harlan, Hobo, Honig, Hyde de Villaine, Immortal, Jlohr, Joseph Phelps, Kendall-Jackson, Kenwood, Kongsgaard, Kistler, Kutch, Lapis Luna, Lange Twins, Laurel Glen, Long Barn, Long Meadow Ranch, Long Valley, Louis M Martini, Matthiasson, Merryvale, Michael David, Morgan, Newton, No Bull, Opus One, Orin Swift, Ovid, Patz & Hall, Paul Hobbs, Pedroncelli, Peter Michael, Philip Togni, Plungerhead, Promontory, Puck, Radio Coteau, Ranch 39, Ravenswood, Raymond, Robert Mondavi, Ridge, Roederer Estate, Rombauer, Salt Stone, Samsara, Sandhi, Scharffenberger, Screaming Eagle, Seghesio, Silver Oak, Sine Qua None, Spottswoode, Stags Leap, Stolpman, St.Francis, Submission, Teeter-Totter, The Ojai, Treana, Ulysses, VDR, Wente, Woodheaven And so on.

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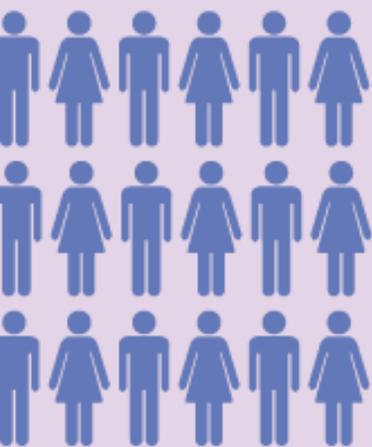
150+

CA brands
featured

40

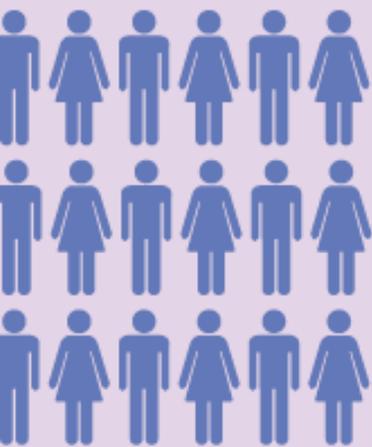
Influencers –
million+ views

CALIFORNIA WINE WEEKS CAMPAIGN RESULTS



258,790

COMBINED
FOLLOWERS



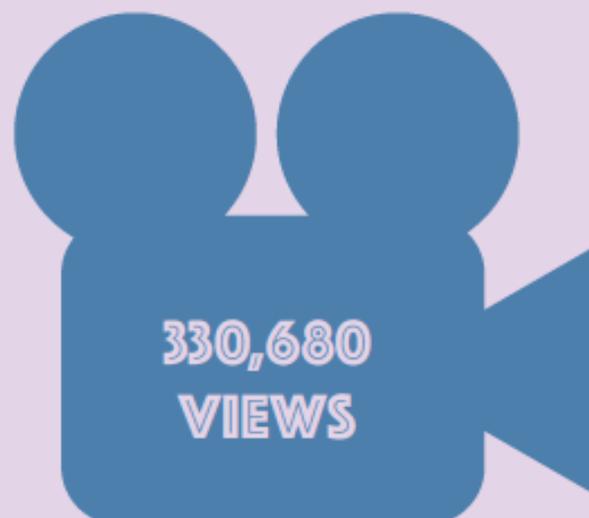
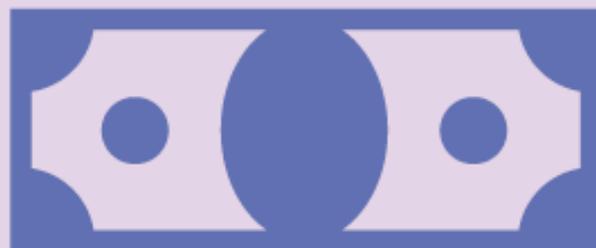
COMMENTS
451

POST LIKES
8,768

ENGAGEMENTS
9,159

FirstPour.
— No half measures —

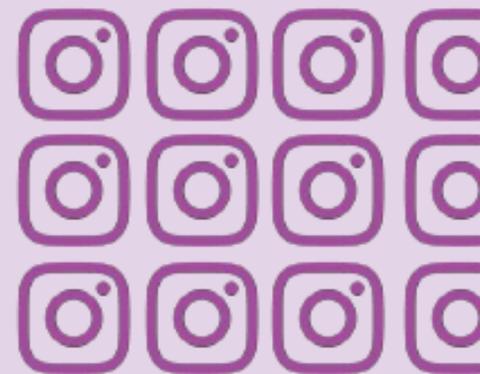
AMBASSADOR
MEDIA VALUE
€65,120



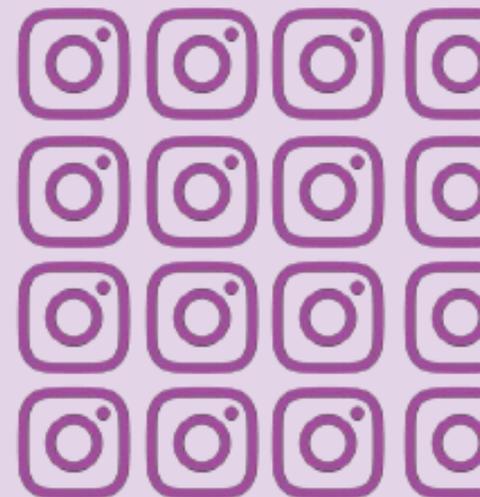
330,680
VIEWS



37 POSTS
131 STORIES



IMPRESSIONS
349,310



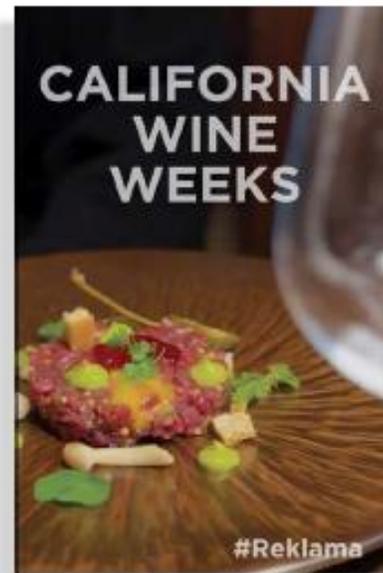
California Wine Weeks Coverage

Campaign Results & Infographic

13 wine-specialist ambassadors with a combined following of 258,790 (down 53% YOY) were 2024 California Wine Ambassadors Combined, they produced 37 (down 38% YOY) posts and 131 stories (7% down YOY), resulting in 349,310 Impressions (down 30% YOY), 330,680 video views (up 165% YOY) and 9,159 (down 34% YOY).

The Media Value of the campaign was €65,120 (31% down YOY)

Images and coverage from the campaign can be found [here](#)



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\$2.5M

Restaurant sales

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Seminars

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Sommeliers

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Restaurant sales

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Seminars

500+

Sommeliers

2000+

Capstone
students



2024 – 2025 CALIFORNIA STARS

- Launch California Stars - in cooperation with StarWineList



STAR WINE LIST

Wine Guides

Wine Events

Wine Stories

Map

Star Wine List Of The Year

Partners

Pro

Global

EN



THE GUIDE TO GREAT WINE BARS & WINE RESTAURANTS

Search

Map

In focus:

Places and stories that are hot right now.



EVENT / Baltic states

Star Wine List of the Year Baltics 2024 - enter now



NEWS

Spain and Florida/Miami join Star Wine List tour of wine list celebrations



NEWS

The world's best wine lists – here are the international Gold Star winners

2024 – 2025

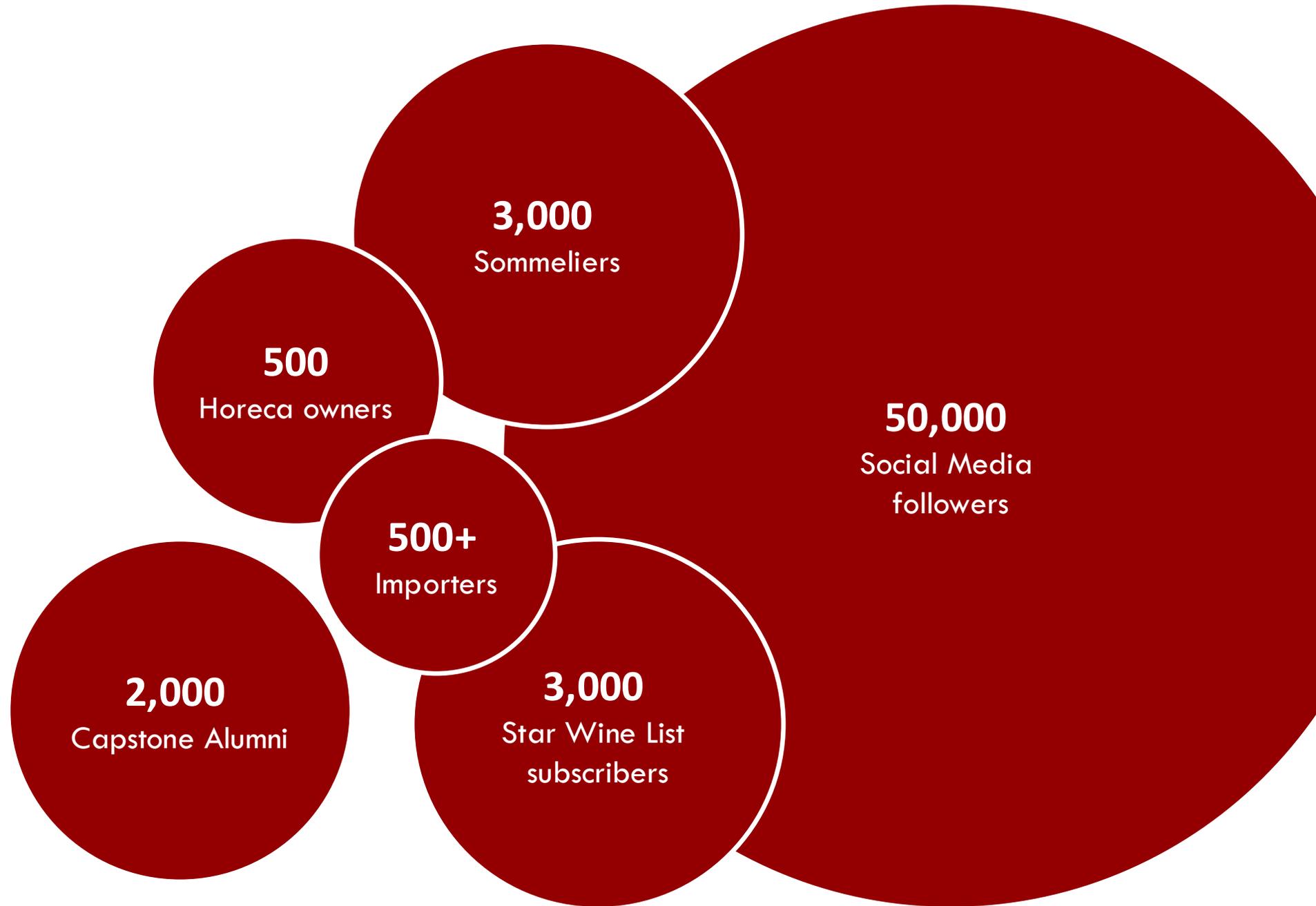
CALIFORNIA STARS

- Launch California Stars - in cooperation with StarWineList
- One, Two and Three stars





REAPING THE BENEFITS OF OUR NETWORK



2024 – 2025

CALIFORNIA STARS

- Launch California Stars - in cooperation with StarWineList
- One, Two and Three stars
- Coverage/spotlight for California Stars on StarWineList



**STAR
WINE
LIST**

Highlighting California Stars on Star Wine List

2024 – 2025

CALIFORNIA STARS

- Launch California Stars - in cooperation with StarWineList
- One, Two and Three stars
- Coverage/spotlight for California Stars on StarWineList
- Extensive Influencer campaign for restaurants
- Aim is 250 restaurants by the end of 2025 - 500 by 2026

2024 – 2025

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- Launch California Stars - in cooperation with StarWineList
- One, Two and Three stars
- Coverage/spotlight for California Stars on StarWineList
- Extensive Influencer campaign for restaurants
- Aim is 250 restaurants by the end of 2025 - 500 by 2026
- Euro Somm trip June/July 2025

CALIFORNIA STARS

HOLLYWOOD
WALK OF FAME

