



Europe & Africa Key Programs 2025-2026

July 15, 2025

PRESENTING TO:

**EXPORT PROGRAM MEMBER
MEETING**

CONTACT:

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KEY STRATEGIES EUROPE / AFRICA

#1 - Increase distribution

#2 - Increase penetration & fine wines sales

#3 - Build consumer interest

#4 - Emerging Markets

#1 – Increase distribution

Country reps

Importer lists, contact details, advice

WineParis

6 islands, 700m2 California Barn, 70+ exhibitors, California Showkitchen

ProWein

3 islands, 300 m2 California Barn, 25+ exhibitors

GBM

36 guests (22 from 11 Eur countries, 14 from 7 Afr countries)

Retail support

As budgets allow: Coop Schweiz – Mövenpick – Hawesko – Jacques – Gall&Gall



#2 – Increase penetration & fine wine sales

Capstone - Europe

- 30 sessions for 750 students each year, Capstone level 0 workshops, launch Ukraine, Kenya

California Kickstarter

- 40+ Importer led/organized tastings, + Africa

Sommeliers

- Partnership European sommelier associations
- Educational visits Eur (jul), Nor (jan26), Global (jun26)
- Sommelier Summit & Trade Summit DACH May 11 (Nordics 2027?)

Seminars

- Deep Dive Nordics, Falstaff Gala, Hotel Schools

California Stars

- 125+ 1, 2 and 3 star restaurants
- Benefits: City & Country Restaurant guides & Influencer campaigns



#3 – Build consumer interest

PR&Media Relations

- Global Sustainability Media Visit April
- Sustainability Series with Coop Switzerland (4 mio households)
- Vinum Magazine Tasting + Coverage
- Podcast Norway
- Press Releases
- Advertorial support

Social Media

- 70,000 followers, Influencer campaigns (incl California Stars)

Consumer events

- VDP Württemberg tasting (Germany Oct 27), American Film Festival (Poland), Stockholm Food&Wine, Wine Salons Sweden, etc.



#4 - Emerging Markets

Africa

- Market research – Country reports – Importer lists
- Africa Roadshow recap
- GBM 2025 + 2026
- Support winery market introductions / Kickstarter
- Expansion secondary African markets (tastings 2027?)
- Capstone (Kenya/South Africa)
- Sommelier Association support (Kenya/South Africa)

Ukraine

- Exhibition BeWine
- 4x GBM importers + Rep
- California Kickstarter
- Capstone
- Sommelier Association

