



PRESS INFORMATION
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Wines of Germany's Riesling Week winners revealed

Wines of Germany has unveiled **Corks Out** and **The Vineyard at Stockcross** as the winners of the UK's first-ever **Riesling Week**, which took place this summer across the country.

Retailer winner **Corks Out** was praised for its innovative and enthusiastic approach to the promotion, including allowing customers to try the wines with food before buying them, holding a blind tasting to challenge perceptions, as well as heavily promoting the initiative on Twitter and Facebook throughout the week. The retailer brought in five new German wines from importers and supporters of Riesling Week, **Liberty** and **ABS Wine Agencies** ahead of the promotion, resulting in a sales uplift of 285% for their German Riesling offering over the course of the promotion.

The **Vineyard at Stockcross** was chosen as the restaurant winner for its extensive Riesling Week offers which included 12 wines categorised by style, highlighting the diversity of Germany's most revered grape. Chef sommelier **Yohann Jousselin MS** also created a food and wine matching menu and held German wine tastings throughout the week of the promotion.

Both winners will receive £1000 towards new German wine listings from Wines of Germany while the two runners-up, **Inverarity 121** and **Lutyens**, will receive £500 towards new listings. A member of the wine service staff from **The Vineyard at Stockcross** will also win a place on the German Wine Institute's Sommelier Spring Class trip to Germany in April 2012.

Riesling Week - a German wine promotion with restaurants and wine retailers which started in the US in 2005 - ran from 23rd - 31st July in the UK with top restaurants, including the Michelin-starred **Yauatcha** and **The Ledbury**, and retailers including **Averys**, **Tanners** and **Oxford Wine Company** all taking part. The promotion aimed to highlight to consumers the excellent quality, versatility and food-matching capabilities of German Rieslings at all price points.

Wines of Germany's UK managing director **Nicky Forrest** says, "We're delighted with the response we've had to our first-ever Riesling Week - it's been fantastic to see such esteemed restaurants and retailers getting behind the initiative and even better to hear the positive feedback they've been getting from their customers, who for too long have shied away from German wines. We are now planning to build on the success of this year's promotion to extend the reach of the campaign next year."

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For more information or images, please contact the Wines of Germany team at Phipps
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NOTES TO EDITORS

Restaurants taking part in Riesling Week include:

- Lutyens, London
- Yauatcha, London
- Home House, London (Private Members Club)
- The Ledbury, London
- Wood Street Restaurant and Bar, London
- The Vineyard at Stockcross, Newbury, Berks
- Hotel du Vin, Winchester, Hampshire

Independent wine merchants taking part in Riesling Week include:

- Avery's, Bristol
- Bedales, London
- Corks Out, Cheshire
- Ex Cellar, Fulham
- Inverarity 121, Glasgow
- The Oxford Wine Company, Oxford
- Rai Wine Shop, Birmingham
- Tanners, several location in the midlands and Wales
- The Wine Store, Cambridge
- Appellation Wines, Edinburgh
- Barrels and Bottles, Derbyshire
- Thomas Peatling, Suffolk
- Great Western Wines, Bath
- The City Beverage Company, London