

#drinkingagainstsinking #drinkingagainstsinking #drinkingagainstsinking



Dear Reseller,

The world has been turned upside down!

We all face challenges in our lives right now that can be very overwhelming. Restaurants, Bars and Wine shops had to shut their doors in various countries all around the globe. The impact on our community leaves us all speechless.

Florian Schuhmann, the mastermind behind Quantum Winery from Austria, has created a project to support our community. #stayathome is essential, but still, TOGETHER we have the power to do something!

#drinkingagainstsinking is an initiative to help YOU, our distributors, our local restaurants, our bars and ourselves. The participating winemakers use the #drinkingagainstsinking label on their wines and sell each bottle for € 20 minimum (final customer price). The earnings will be given to industry members in need.

This campaign is designed to be interpreted independently by each participating winemaker. We share the spirit, we share the design, we share the good intention. But, we independently organize distribution and we independently handle the earnings.

Social Media: This campaign can only be successful if we consequently post in Social Media about it. To keep the message clear and easily conceivable for everybody, we need to keep all visuals consistently. Therefore, please ONLY use the labels that were designed for this campaign. You find them on the website in the downloads section.

PLEASE use the official hashtag #drinkingagainstsinking

Please support this project by joining in the social media campaign and by sharing info and links on your website. www.drinking-against-sinking.eu

Please forward this information to as many winemakers, importers, retailers, organizers of fairs, influencers, etc - as you can. Especially to the ones in your country! We want to spread the word on an international level and want to reach as many supporters as we can!

FAQ

Who can participate?

Only natural and organic winemakers are to be found in this campaign.

How can I participate?

WINEMAKER: Please register on our website and label the wine of your choice with the "Drinking Against Sinking" label. Sell it for minimum 20€ per bottle. Keep the amount you think appropriate to cover your costs and forward the surplus to industry members of your choice.

RESELLER: reach out to your winemakers and recommend them to join in and connect with your consumers and encourage them to buy wine, labeled with the #drinkingagainstsinking design, to support the cause.

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How do I do it?

WINEMAKER: Please feel free to have as much creative freedom when it comes to the implementation of this campaign. The only thing we strongly ask you to do, is, to use the given #drinkingagainstsinking design. (see the downloads at the website)

You can implement this design on your bottles like this:

1. use the design as a front label and insert your Logo on the yellow bar on the lower end of the label (or somewhere else, see some instruction in the download section of the website)
2. use it as a small sticker and attach it to the bottle wherever you wish
3. use it as the background of your back label
4. use your imagination and surprise us with cool bottle-outfits ;)

RESELLER: Connect with your winemakers. Ask them about their plans for this campaign – which wine will they offer, what are their conditions (ex works price, etc).

Offer #drinkingagainstsinking wines to your fanbase for € 20 minimum (similar price in Dollars requested)

For which Wines?

WINEMAKER: Again, do as you wish and what feels good for you!

RESELLER: Ask your participating winemaker

Whom can I sell the wines to?

WINEMAKER: This is totally up to you. Direct sales to private customers or exclusive sales through your importers – whatever you think is best is just perfect.

RESELLER: you know your fanbase best

What shall I do with the earnings?

WINEMAKER: You can decide on this totally independently. If you need to keep it to keep your own business running, then please keep it. If you want to forward it to another industry member, then please do so. You are not accountable to anybody participating in this campaign.

RESELLER: same. same. – it is totally up to you!

IMPORTANT LINKS:

Homepage:

<https://drinking-against-sinking.eu/>

Downloads:

<https://drinking-against-sinking.eu/labels>

THANK YOU!

