

BRAND PROMOTION OF INDIAN WINE IN THE UNITED KINGDOM

Wine exports from India to the world are promising considering the huge market potential in Europe and United Kingdom in particular. UK being the fast emerging market for the export of Indian wine, it will be a good opportunity to showcase the variety of wines and provide a fillip to the brand image of Indian wine and wine exporters from India. Considering the above, APEDA, intends to organize a brand promotion event of Indian wine in London in the last week of August 2015 or early September 2015.

1. The major activities proposed to be undertaken during the event are:

- **In store promotion:** Hiring of space for three days in identified outlets of preferably a leading retail chain for wine tasting and other promotion activities. We would also design and print leaflets/fliers and backdrops, banners, panels and danglers for the event.
- **Business meet:** Hosting a dinner with importers and other stakeholders. A press conference will also be organized to provide wider publicity to Indian wine in U.K.
- **Wide Publicity:** Release of advertisement in local newspapers/magazine and use of electronic media such as TV/Radio/Internet, etc

2. APEDA will hire an event management company for an effective organization of different activities. Wine exporters from India are invited to associate with APEDA and participate in the above event. For freezing the activities and other modalities regarding individual participation, availability of wine, promotion material and other modalities you are requested to contact the following officials who will represent APEDA in organizing the above event.

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