



新世界联盟

NEW WORLD ALLIANCE

New World Carnival

- 2021 China Marketing Campaign



GRAPEA & CO.
DRINK · LINK · THINK

— 归 普 —



About Grapea & Co.



Founded by Yang LU, world's only Chinese Master Sommelier, in 2017 in Shanghai, GRAPEA has quickly become the top wine institute and service provider in Greater China. We aim at offering interactive professional events and promotions in multiple cities, which further makes ourselves the bridge linking wine with all types of consumers.

Campaign Core Team



Yang LU MS

Founder
Master Sommelier



Leon LIANG

Chief Operating Officer
New Zealand wine expert
Blind Tasting Champion Of China



Di LIU

Project Manager
New Zealand wine educator



Ryan ZHOU

Project Manager
Argentina wine educator

Educator Team



Amyia CHEN
Chile/USA wine expert



Sam CHEN
Australian/SpanishWine expert
Blind Tasting Champion



Ian DAI
Master of Wine candidate
Australian / Spirits expert



Nana HAO
New Zealand wine expert



Lingzi HE
Italian wine expert



Bill LIU
Master of Wine candidate
Burgundy wine expert



Michelle LI
Argentina wine tutor



Alexandre MA
Bordeaux wine/Cognac expert



Melody REN
American wine expert



Cathy WANG
Monstant wine tutor



Xiao WANG
Italian/USA/Chile wine expert



Mateus WU
German wine expert



Oliver ZHOU
Master of Wine candidate
Sweet wine expert



Lingling LIU
Argentina wine expert
Sud du France wine expert



Peggy LIU
Austrian wine expert



Lei MENG
Champagne expert



Adam ZHU
Blind Tasting Champion Of China

Campaign Introduction

What is New World Alliance?

New World Alliance is an unprecedented and consolidated marketing campaign that unites 6 major New World countries, powered by Grapea & Co., to promote these countries and their wines progressively and equally through both online platforms and offline events, with various horizontal and impartial contents (articles, interviews, online courses, masterclass, competitions...), for both trade and consumers, in order to raise the awareness of New World wines, to educate and influence the audience, to generate the potential sales in mainland China market.

Campaign Introduction

Why to participate in New World Alliance?

- $1+1+1+1+1 > 6$
- To combine multiple online activities and offline events together into one powerful and influential campaign
- To take advantage of strong social media scene and internet power in mainland China
- To create an unprecedented campaign with brand-new contents and formats, therefore to attract more attention and audience
- To generate more sales through various sales lead
- To rely on Grapea's well-known capability of execution, innovation and professionalism
- Just great value for money for each country

Campaign Introduction

Who will be in the alliance?



Who will be our followers?

Consumers

Wine Lovers

Sommeliers

Importers

Distributors

HORECA

Educators

Wine Students

Campaign Introduction

When will our campaign take place?



Launch Date

July

Announcement via multiple social media channels



Grand Finale

October

Offline Competitions

Campaign Introduction

How the campaign will work?

- To use 3-month online/offline campaign via different platforms to create awareness and build up momentum, which will generate an impactful offline event as a grand finale
- To receive the premium position on a few important online platforms
- To create various contents that are brand new for viewers and audience, by combining all 6 New World countries together horizontally, but also equally
- To generate sales leads by linking the related wines in each content to their respective online stores, importers and venues (at each country's disposal)
- To collaborate with KOLs from different fields and lifestyle media (such as fashion and food) to massively extend the reach of the campaign

Campaign Introduction

What did we do last year?

Last year was the first year that our new world alliance was established and launched marketing activities. Due to the influence of covid-19, We have more events online.

2020, we did 20 live-streamings, 42 original articles, 42 videos, 16 online courses.

We had two offline competitions, worked with 50+KOLs, 20+Media...

What's new of this year?

This year, because the epidemic situation in China has been well controlled, we will have more offline activities which will bring more opportunities to the general public taste new world wine.

2021, we will have 6-8 original articles, 6 online courses, 4 masterclass, and 2 competitions.

New World Carnival Campaign 2021

Online Campaign

Wechat Official Account

6-8 Original Posts
36,000 - 96,000 Views

Online/Offline Campaign

Online+Offline Wine Courses

The Main Venue:
Shanghai

The Branch Venue:
4-6 cities

6 Online Courses
30,000 – 36,000 Views

Best Sommelier of New World Wines Competition

First Round: Online

Final Round: Shanghai

Number of participants:
150 - 200

Offline Campaign

New World Wine Masterclass

The Main Venue:
Wuhan/Qingdao/Hangzhou/Guan
gzhou(Including Live-streaming)

Number of participants: 200 – 300

New World Blind Tasting Competition

First Round: 10+cities
Final Round:
Chinese Blind Tasting
Competition (Shanghai)

Number of participants: 300+



Online



01

New World Wine WeChat Official Account

Online

01

New World Wine WeChat Official Account



This project aims to continue use our New World Alliance WeChat account for publishing contents throughout the campaign period, including various articles, news, and competitions, to attract and interact with fans, and to expand the market influence.

Estimated total views: 36,000 - 66,000



02

Online+Offline Wine Courses



03

Best Sommelier of New World Wines Competition

02

Online+Offline Wine Courses

Online
Offline

新西兰葡萄酒线上课程

新西兰长相思 & 其他白葡萄品种

讲师：梁扬
新世界联盟 新西兰代表讲师

新世界大学堂
7月27日 周一
晚上八点开始

《新世界大学堂》未来课程一览

7.30 加拿大葡萄酒线上产区课 I
8.13 智利葡萄酒线上产区课 II
8.20 新西兰葡萄酒线上产区课 II

8.27 南非葡萄酒线上产区课 II
9.3 美国葡萄酒加州线上产区课 II
9.10 阿根廷葡萄酒线上产区课 II
9.17 加拿大葡萄酒线上产区课 II

观看直播
7月31日 星期四
晚上八点开始

阿根廷葡萄酒产区课程

新世界大学堂

玲
新世界联盟 代表讲师

9月10日 周四晚上八点
扫描二维码观看直播

《新世界大学堂》课程一览

葡萄酒线上产区课 II
葡萄酒线上产区课 II
葡萄酒线上产区课 II
葡萄酒线上产区课 II

9.17 加拿大葡萄酒线上产区课 II
9.24 新世界的红葡萄品种课程 I
10.7 新世界的白葡萄品种课程 II
10.8 新世界的红葡萄品种课程 II

立即长按扫描二维码

南非葡萄酒产区课程

新世界大学堂

日期
8月27日 星期四
直播时间
晚上20:00开始

《新世界大学堂》课程一览

葡萄酒线上产区课 II
葡萄酒线上产区课 II
葡萄酒线上产区课 II
葡萄酒线上产区课 II

9.17 加拿大葡萄酒线上产区课 II
9.24 新世界的红葡萄品种课程 I
10.7 新世界的白葡萄品种课程 II
10.8 新世界的红葡萄品种课程 II

观看直播
直播时间：7月30日 周四 20:00

加州葡萄酒产区课程

新世界大学堂

何凌子

《新世界大学堂》未来课程一览

8.13 智利葡萄酒线上产区课 II
8.20 新西兰葡萄酒线上产区课 II
8.27 南非葡萄酒线上产区课 II

9.3 美国葡萄酒加州线上产区课 II
9.10 阿根廷葡萄酒线上产区课 II
9.17 加拿大葡萄酒线上产区课 II

E-learning has also become a new normal in 2020. Grapea will host a official online courses for each New World country during the campaign. E-certificate will be awarded. This course will be held online and offline at the same time, it will connect multiple cities for offline tasting.

Estimated number of total views: 30,000 – 36,000

03

Online
Offline

Best Sommelier of New World Wines Competition



The importance and popularity of sommelier profession have reached a new level in the past few years in China. But their interest and knowledge of New World wines have not grown proportionally. New World Alliance takes this opportunity to organize a sommelier competition focusing purely on New World wines, with the influence of Yang LU MS, with goals of educating more sommeliers with width and depth, generating more awareness among sommeliers and consumer, and increment of New World wine listings.

Estimated Participants: 150 - 200

Best Sommelier of New World Wines Competition

Content

- **First round:** Answer the questions online and test the sommelier's knowledge of the New World wine country from multiple angles.
- **Final round:** 6 finalists will emerge into final from the 1st round, 3 from Shanghai, and one from Beijing, Guangdong and Chengdu respectively. The final will be held in Shanghai, through multiple rounds of testing(service, theory, tasting). The top 3 will be announced.
- **Judges:** Lu Yang MS and heads of each New World wine associations
- **Awards:** Total 6 education trips to New World, sponsored by each association. 1st place will receive 3 trips, 2nd place 2 trips and 3rd place 1 trip, all done by draw

ROI

- Through the competition process, sommeliers will be driven to study more about New World wines. As a result, they will understand more, thus be more attached to New World wines, which will be reflected in their work
- New World wine listings will be increased in on-trade channel
- More consumer awareness of New World wines at on-trade channel will be created by New World wines through sommeliers.
- More potential sales of New World wines will be created throughout the process



New World Wine Masterclass



New World Wine Blind Tasting Competition



New World Wine Masterclass



We will hold a master class tour in four Chinese cities, with the theme of spanning six national regions, so that people inside and outside the industry can have a multi-dimensional and multi-angle experience of new world wine.

Estimated Participants: 200 - 300

New World Wine Masterclass

Content

- **Date:** TBD
- **Venue:** Wuhan/Qingdao/Hangzhou/Xi'an
- Each City will have one theme about New World Wine:
 - New World Wine - Speciality
 - New World Wine - Classic
 - New World Wine - Future
 - New World Wine - Aging Potential
- This Masterclass Tour will be held in 5 Star Hotel by Grapea's educators
- All organization, execution as well as related fees will be absorbed by Grapea; association will just be responsible to sponsor the wine samples

ROI

- Brand Exposure in other cities of China
- Consumer database can be collected directly
- Provide a industry communicate opportunity for New World Wine

05

New World Wine Blind Tasting Competition

Offline



New World Wine Blind Tasting Competition targets at consumers and wine lovers inside&outside wine industry, in order to generate more awareness and interest of New World wines on the market. This will be one of the largest consumer wine events in 2021.

Estimated Participants: 500+

New World Wine Blind Tasting Competition

Content

- This year, New World Got Talent will change a new form. The competition will participate in a part of China Blind Tasting Competition, so that wine lovers can better understand the new world wine
- **Judges:** Lu Yang MS and heads of associations
- **Awards:** TBD

ROI

- Vast amount of awareness and interest of New World wines will be generated among consumers
- More education will be done and spread naturally through this competition
- New World wine sales will be increased through this campaign

Campaign Fee (80,000 RMB)

Online Campaign

Wechat Official Account

6-8 Original Posts
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Online/Offline Campaign

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THANKS

Thank you

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