



## Wines of Germany announces winners of *31 days of German Riesling* Contest in Canada

TORONTO – September 26, 2016 – A consumer contest offering wine lovers a chance to **Win a Long Weekend for Two in Berlin** and a draw amongst restaurants and retailers participating in the 2016 edition of the “*31 days of German Riesling*” promotion came to a close this week as the winners were selected.



Chosen at random from over 19,000 entries, the winner of the Long Weekend for Two to Berlin Prize, is **Linda Appleyard of Edmonton**. In July, Ms Appleyard enjoyed a glass of Moselland Ars Vitis Riesling served by Christopher Horobec at the Laronde Restaurant located in the Chateau Lacombe Hotel in Edmonton, Alberta. Thrilled to learn of her prize win and her discovery of German Riesling, Ms. Appleyard indicated: *“I really enjoy having a glass of Moselland Ars Vitis Riesling. It's a refreshing addition to any wonderful meal”*.

Ms. Appleyard will be off to Berlin soon where she and a friend will be able to enjoy a glass of German Riesling in Europe’s hippest and liveliest capital!



**Bastien Gerard, sommelier and restaurant owner of Code Ambiance in Montréal**, was drawn as a winner of the licensee prize – winning the opportunity to participate in the *Sommelier Summer Class* in Germany in July 2017. This trip brings together young sommeliers and wine professionals from all over the world for one week of tastings, visits to wineries and dinners with winery principals.

According to Mr. Gerard *“For the second year in a row, I’ve had the pleasure to provide my clients the opportunity to discover German Rieslings. It’s been a pleasure to participate 4 x 31 days!”*

### **Congratulations to both our winners!**

The 31 days of German Riesling wine promotion was held during the months of July and August at over 53 restaurant and retailer locations across Canada, part of wines of Germany’s worldwide drive to promote Riesling. Many restaurants reported an increase in German Riesling sales between 15% and 150% compared to the previous year.

For more information, please contact:

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