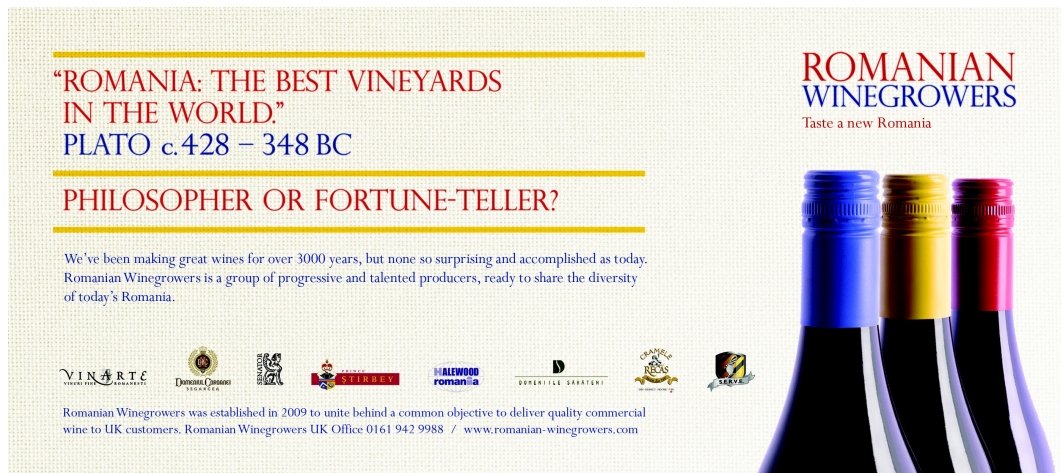


## Romanian Winegrowers – Campaign

Trade and consumer marketing are important to spreading the word about Romanian wine. In 2009 and 2010, the trade campaign will communicate the developments in the Romanian wine industry and the investment it has benefitted from over the last few years. The two main objectives are to get the trade to re-assess Romanian wine and consider it for their lists and retail shelves. To do this, a selection of the top wines will be introduced at targeted trade tastings for key individuals.

In 2010 a tactical consumer programme will introduce Romanian wine to the consumer – an important aspect to help drive demand for the country's wine. This will include a tour for some of the domestic varietals, something uniquely Romanian.

The trade press campaign will feature the new logo and design to encapsulate the new Romania.



“ROMANIA: THE BEST VINEYARDS  
IN THE WORLD.”  
PLATO c.428 – 348 BC

PHILOSOPHER OR FORTUNE-TELLER?

We've been making great wines for over 3000 years, but none so surprising and accomplished as today. Romanian Winegrowers is a group of progressive and talented producers, ready to share the diversity of today's Romania.

VINARTC  
DORNIŢA CHISINA  
BUNGET  
COTLESENI  
HALEWOOD  
romania  
DORNIŢELE SARATURI  
CAMPUL DE REŢI  
ROMANIA

Romanian Winegrowers was established in 2009 to unite behind a common objective to deliver quality commercial wine to UK customers. Romanian Winegrowers UK Office: 0161 942 9988 / [www.romanian-winegrowers.com](http://www.romanian-winegrowers.com)

ROMANIAN  
WINEGROWERS  
Taste a new Romania

