

# GLASS *of* BUBBLY

THE HOME OF CHAMPAGNE & SPARKLING WINE

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# RATE CARD

2017



GLASS OF BUBBLY  
TASTING EVENT

TEL: +44(0)1206 700888 - GENERAL EMAIL: [INFO@GLASSOFBUBBLY.COM](mailto:INFO@GLASSOFBUBBLY.COM)

# GLASS of BUBBLY

WHAT WE OFFER OUR CLIENTS

**From as little as £5 monthly** you can reach a target audience of Champagne and Sparkling Wine industry professionals and consumers.

## **Key benefits of working with us:**

- Sell more wine
- Increase international brand awareness
- Exhibit in front of top industry buyers and professionals
- Build consumer databases / following
- Drive more traffic to website

Our objective is to **connect your wines** to the people that will make a difference to your business.



## **INDUSTRY**

Wine Buyers, Restaurant & Bar owners, Sommeliers, Chef, Professional Wine Writers, Hotels and more...

**Reach TWO audiences at once**



## **CONSUMERS**

Champagne & Sparkling Wine Enthusiasts from around the world

## **Services we offer**

**Website Advertising**

Page 3

**Bottle Sponsorship**

Page 5

**Tasting Events**

Page 6

**PR Packages**

Page 8

**Exclusive Tastings**

Page 12

**Glass of Bubbly Awards**

Page 13

A GLIMPSE AT SOME OF THE COMPANIES WE WORK WITH....

CHAMPAGNE  
**BOLLINGER**



**VILLA SANDI**  
ITALIAN WINES



**FERRARI**  
TRENTO 1902



**SEARCYS**  
1847



**Hilton**  
HOTELS & RESORTS



CHAMPAGNE  
**TAITTINGER**  
Reims



**NICKY CLARKE**



**BOTTEGA GOLD**

**Christopher Ward**

# WEBSITE

A DEDICATED PLATFORM FOR CHAMPAGNE & SPARKLING WINE NEWS AND INFORMATION

## *By featuring on the Glass of Bubbly website you will get in front of:*

- **Over 50,000** monthly website visitors
- Share out to our Social Media following of **over 45,000+**
- Inclusion in our **Weekly Newsletters**
- Direct **Email Marketing**

### *Featured Blogs:*

- Appear on the Glass of Bubbly website homepage
- Share out to our Social Media following of over 45,000+

### *Leaderboards:*

Sponsor either of our popular Leaderboards released on Twitter each week and get your name in front of the worlds top Champagne and Sparkling Wine Labels.

## *Pricing*

*(monthly)*

### *Banner Positions 1 or 2*

£250

### *Banner Positions 3 or 4*

£175

### *Banner Positions 5 or 6*

£125

### *Banner Position 7*

£125

### *Featured Blog*

£50

### *Email Marketing*

POA

SOCIAL MEDIA FANS



**36,000+**  
@GLASSOFBUBBLY



**3,300+**  
/GLASSOFBUBBLY



**6,000+**  
@GLASSOFBUBBLY



# GLASS of BUBBLY

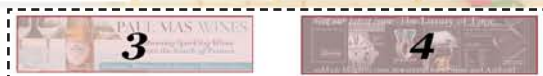
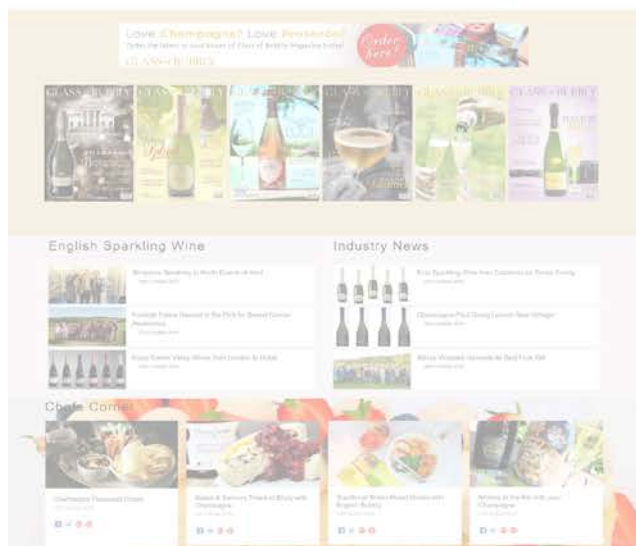
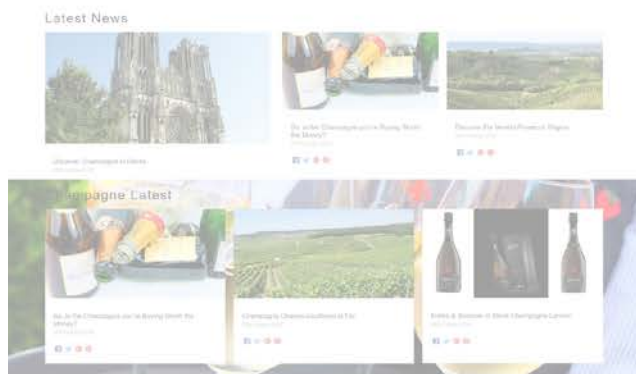
## WEBSITE AD POSITIONS

### Home page

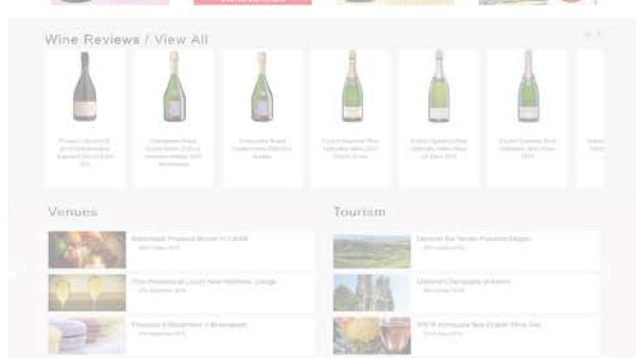
#### Top



£250 each



£175 each



£125 each

### Blog pages



£125

GLASS of BUBBLY

# SPONSOR *a* BOTTLE



BOTTLE SPONSORSHIP  
IN OUR WINES AND  
FOOD PAIRING  
SECTION

***From £5 per month, your  
wines can appear on the  
Glass of Bubbly website  
with live links back to  
your own website, giving  
you positive Search  
Engine Optimisation and  
Direct Sales Leads.***

▶ *Per Bottle*

***£5 per month***

*(Minimum purchase  
of six months in  
advance applies)*

We have a dedicated area for food pairing and wine searches for consumers to learn which wines pair best with their food selections and importantly providing them with a live purchase button which directs them to the sponsors website. All sponsored bottles also get shared out throughout the month to the audiences we have on social media.

# TASTING EVENTS

INDUSTRY CHAMPAGNE & SPARKLING WINE TASTING EVENTS IN LONDON

Each year we run the ***two most popular and well attended Press and Trade Champagne and Sparkling Wine tastings*** in central London, with 100's of labels on show and 100's of industry professionals discovering amazing wines.

## ***Our events attract:***

- Wine Buyers
- Wine Writers
- Sommeliers and Chefs
- Restaurant / Bar / Hotel owners and staff
- Television Food and Wine Celebrities
- Other Wine Industry Trade Publications

*"Please can I congratulate you on a splendid tasting. I don't recall a better sparkling tasting in almost forty years in the trade."*

- Paul Hexter, owner of The Royal Oak.

*"The most cost-effective and enjoyable trade tasting we've ever done, top industry contacts, great venue and brilliant set-up."*

- Jonica Fox. Partner - Fox & Fox English Sparkling Wine.

*"Attending the Glass of Bubbly event was a fantastic opportunity to taste a wide range of bubbles from international producers, all of varying winery sizes and all producing very different styles."*

- Amelia Singer, TV Presenter on The Wine Show.

*"The event was smashing and we came away with a number of leads."*

- Josh Whitlam, Lyme Bay Winery.

## ***Options***

### ***Free Pour***

**£50** (Early Bird)  
**£75**

Sparkling wines showcased individually in ice buckets served and maintained by our team.

### ***Full Table***

**£395** (Early Bird)  
**£495**

A full table for up to 8 sparkling wines and these wines can also be added complimentary to the Free Pour area.



# GLASS of BUBBLY



*At each Spring tasting we bring together the leading  
Sparkling Wine region representatives and key  
industry names to speak at our Summit.*

These names include:



TRENTODOC®





# PR PACKAGES

WE OFFER THREE COMPREHENSIVE PR PACKAGES TO CHOOSE FROM

***Via our full time PR Packages, have  
your wine seen by a target Champagne  
and Sparkling Wine audience.***

Explore our monthly PR Packages

► **Bronze**

**£245**  
per month

► **Silver**

**£495**  
per month

► **Gold**

**£995**  
per month



## PR PACKAGES BRONZE

**£245** *monthly*

YOU BENEFIT FROM ALL OF THE FEATURES INCLUDED BELOW

### ***Competitions***

to run on our website and across social media to build your email databases and social media audiences.

### ***Website Advertising***

Place your business in front of our 50,000 monthly website visitors with key banner advertisements.

### ***Bottle Sponsorship***

for your wines on our website. Have your wines showcased on the Glass of Bubbly website within our wine & food pairing section along with live links back to your website for browsers to make orders.

### ***1x Featured Blog a month***

to appear on our website and shared out across social media written by our in-house team.

### ***Free Placement***

for your wines in the Free Pour section at each of our annual London Spring and Autumn Champagne & Sparkling Wine tasting events. \*

*\* Free placement of wines (up to 8 labels) at both the Spring and Autumn tasting events. Free placement of wines to commence after three full months of payments.*

## PR PACKAGES SILVER

**£495** *monthly*

YOU BENEFIT FROM ALL OF THE FEATURES INCLUDED BELOW

### ***Competitions***

to run on our website and across social media to build your email databases and social media audiences.

### ***Website Advertising***

Place your business in front of our 50,000 monthly website visitors with key banner advertisements.

### ***Events / PR Management***

We will help to organise and advertise your Press & Trade Tastings, Lunches & Dinners, Launch Parties, Seminars, Masterclasses to include making sure the right people attend and you get the right exposure for your wines. \*\*

### ***Weekly Email Outs***

to our subscription data bases and relevant email lists.

### ***Bottle Sponsorship***

for your wines on our website. Have your wines showcased on the Glass of Bubbly website within our wine & food pairing section along with live links back to your website for browsers to make orders.

### ***2x Featured Blogs a month***

to appear on our website and shared out across social media written by our in-house team.

### ***Free Placement***

for your wines in the Free Pour section at each of our annual London Spring and Autumn Champagne & Sparkling Wine tasting events. \*

### ***50% Reduction***

on stands for your wines at each of our annual Spring and Autumn Champagne & Sparkling Wine tasting events. \*\*

\* Free placement of wines (up to 8 labels) / reduction on stands at both the Spring and Autumn tasting events. Free placement of wines / reduction on stands to commence after two full months of payments.

\*\* Free events and PR management for London location only. We offer free organisation, hosting and marketing only, client will need to cover all other costs to include venue hire costs, rental of equipment, food costs, staff for serving, travel expenses and any other costs associated with holding an event.

# GLASS of BUBBLY

## PR PACKAGES GOLD

**£745** *monthly*

YOU BENEFIT FROM ALL OF THE FEATURES INCLUDED BELOW

### ***Competitions***

to run on our website and across social media to build your email databases and social media audiences.

### ***Website Advertising***

Place your business in front of our 50,000 monthly website visitors with key banner advertisements.

### ***Events / PR Management***

We will help to organise and advertise your Press & Trade Tastings, Lunches & Dinners, Launch Parties, Seminars, Masterclasses to include making sure the right people attend and you get the right exposure for your wines. \*\*

### ***Weekly Email Outs***

to our subscription data bases and relevant email lists.

### ***Bottle Sponsorship***

for your wines on our website. Have your wines showcased on the Glass of Bubbly website within our wine & food pairing section along with live links back to your website for browsers to make orders.

### ***4x Featured Blogs a month***

to appear on our website and shared out across social media written by our in-house team.

### ***Free Placement***

for your wines in the Free Pour section at each of our annual London Spring and Autumn Champagne & Sparkling Wine tasting events. \*

### ***Free Stand***

for your wines at each of our annual Spring and Autumn Champagne & Sparkling Wine tasting events. \*\*

\* Free placement of wines (up to 8 labels) / reduction on stands at both the Spring and Autumn tasting events. Free placement of wines / reduction on stands to commence after two full months of payments.

\*\* Free events and PR management for London location only. We offer free organisation, hosting and marketing only, client will need to cover all other costs to include venue hire costs, rental of equipment, food costs, staff for serving, travel expenses and any other costs associated with holding an event.





# EXCLUSIVE TASTINGS

GLASS OF BUBBLY CAN GIVE YOU BRAND EXPOSURE TO THE RIGHT PEOPLE

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As part of the *Silver* and *Gold* PR Packages we offer you complimentary events management.

***Launch and maintain Brand Awareness to both the Wine Trade and Consumers:***

- Exclusive wine tasting events
- Lunch and dinner tastings
- Launch parties
- Seminars
- Masterclasses

***Our growing network allows us to invite active wine tasting professionals with different skills and communication channels:***

- Master of Wines
- Sommelier & Chefs
- Professional Wine Writers
- Wine Industry & Lifestyle / Luxury trade publications
- Specialists on Social Media and Apps such as Vivino

GLASS *of* BUBBLY



THE  
World's Finest  
Glass of Bubbly  
AWARDS 2017

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*The search for the World's Finest Glass of Bubbly*



# Why Enter?

***We are working with a selection of media partners that will be covering the event meaning that if your wine is chosen as a gold winner you can expect anything up to £500,000 worth of positive PR marketing for your wine.***

‘The World’s Finest Glass of Bubbly’ can expect plenty of media attention and interest from around the globe from both the community following Glass of Bubbly and also those of the sponsors. We also have plans for a private tasting of all the gold winning wines at our awards evening and a further date with a selection of industry professionals.

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*We hope to share information and give our opinions about wine via these innovative and consumer friendly sparkling wines awards, **made by bubbly lovers for bubbly lovers**, with expert advice from top industry wine professionals.*

*The awards will not only describe the flavours and style of the wine inside the bottle, but also indicate which occasions that it suits, something that is not always made clear to consumers when making a purchase. These awards will be aimed at amateurs as well as wine professionals, enabling bubbly lovers easily to select the right wine for that right moment. A lot of thought and detail goes behind each category so that we really find, on merit, the best wines.*

*The beauty of our awards is that **any wine can win**; they just need to be special enough to appeal to our wide selection of varied judges.*

**- Tanya Mann M.Che.E., Dip WSET, Creative Director**

*“These awards have been created to give every Champagne & sparkling wine, which meets our criteria of provenance and production, the chance to showcase and shine to a panel of expert Champagne judges - not just journalists (who tend to score points off each other) but also a cross section of the best palate across the wine trade and hospitality industry.*

*We are not looking for instant unanimity but original insights from each judge which will make the panel think clearly from first principles, free from preconceptions. This way we can fashion a **fresh approach** to the world of sparkling wine on a wide international stage with Glass of Bubbly.”*

**- Michael Edwards, Special Guest Judge at the Glass of Bubbly Awards**



# How our Awards Will Work

## HOW TO ENTER

Any sparkling wine can enter internationally.  
Early bird price is just **£75** per bottle entry.

## JUDGING *Round 1*

First round of judging by an invited panel of professional wine experts to decide which wines go through as ***highly commended.***



## JUDGING *Round 2*

Second round of judging by an invited group of **20 judges** to include high profile chefs, sommeliers, wine buyers, wine reviewers, wine social media experts and also uniquely **2 consumers** with a history of enjoying fine wines.

Round two of judging we will also have ***mystery wines*** to be judged to include Krug and Salon Champagne and a Cartizze (Prosecco) so to give things a more competitive edge.



# 11 Categories



## ***Vintage***

Serious wine with highly complex aromas and a lengthy taste explosion of many layers. Usually will offer a toasty tasting experience, deep golden colour and finer bubbles.



## ***Classic & Elegant***

This will be a dry fine wine and likely this cuvée will be made from three grape varieties of Chardonnay, Pinot Noir and Pinot Menier.



## ***Fruity & Floral***

Young, fruity and floral. This wine will likely offer a dry taste with a traditional Champagne method experience via the secondary fermentation of the wine in which yeast and sugar are added to a base wine for a minimum of 9 months.



## ***Sea Breeze***

Some of us love refreshing, almost very zesty style of wines. When you taste this wine you will imagine yourself standing on the beach and tasting those tiny sea drops in the air. Likely to be a longer aged wine.



## ***Creamy***

A soft rounded wine, almost reminds you of biscuity / brioche in aroma and taste. Likely to be a traditional champenoise method wine.



## ***Meditation***

A serious wine, an addictive wine for those special relaxing times. This wine will express itself more and more the longer it is opened and the longer it stays in your glass and offer you a timeless ever inviting tasting experience.



## ***Gastronomic***

A wine which has enough body and spicy character to cope with all dining experiences from starters to main course to include meat and vegetarian dishes.



## ***Love or Hate***

Dare we say the Marmite experience! This wine will be either loved or hated, but it will hold something rather unique in its tasting experience and could be the special wine which you just have to try out at least once!



## ***Summer Days***

Does not have to be a highly complicated wine. Will offer a light, fruity and easy going taste at a price which will not necessarily break the bank.



## ***First Date***

The perfect wine to accompany that first date, low in alcohol example, fruity and slightly off dry to enhance that special occasion. Nothing too complex and not necessarily a wine that needs to pair with exact foods.



## ***Dessert***

Dessert wine with Stilton or lemon tart... Yum! A wine that may take ages to develop and likely not to be a simple wine, sweet experience yet complex in taste.

The overall winner on points and agreement from the 20 judges will be:

***The World's Finest Glass  
of Bubbly for 2017***



# GLASS of BUBBLY

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*We look forward to hearing from you*

TEL: +44(O)1206 700888

GENERAL EMAIL: [INFO@GLASSOFBUBBLY.COM](mailto:INFO@GLASSOFBUBBLY.COM)

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*Note that all prices are subject to VAT at 20%*



GLASS OF BUBBLY  
TASTING EVENT