

**“Original G” – showcasing Germany as an authentic, high-impact brand
The German Wine Group GWG launches a new series of wines for the export market**

Under the “Original German” brand, the German Wine Group (GWG) is launching a new series of wines for the export market at ProWein. According to Wendelin Grass, Managing Director of GWG, the name says it all: “Our goal is to showcase Germany as a country of origin on the world’s wine shelves, using images international consumers already associate with Germany to create high-impact styling.”

The Alps, traditional clothing and customs, dirndls and lederhosen are all images associated with German lifestyle worldwide – from the Oktoberfest and beer to the soccer team Bayern Munich. Presenting individuals dressed in an authentic style who have close links with the partners of the German Wine Group – whether in the vineyards or the wine cellars – establishes a direct and credible link to the quality in the bottle. “We wanted to show real people who are involved in making our wines rather than anonymous photo models,” continues Wendelin Grass.

The 7 wines in total that make up the ORIGINAL G brand are split into 2 lines: a basic line comprising a German Red, a German White and a German Rosé, while the premium grape-based range comprises Riesling, Pinot Blanc, Pinot Noir and a Blanc de Noir. Both lines span the lower to upper mid-range price segment. The wines are supplied in 0.75l lightweight glass Burgundy bottles with long cap closures.

“German wine is enjoying a renaissance on the global market. And ProWein has never been more international. So we are really looking forward to the show and gaining feedback on our new wine series,” says Bastian Klohr from the German Wine Group.

Background

The German Wine Group was established at the end of 2017 by the wineries Alde Gott, Weingärtner Cleebrohn-Güglingen, Divino and Weinbiet. The GERMAN WINE GROUP partners are among Germany’s leading producers of high-quality wines that represent outstanding value for money in the mid- to premium-price range. They offer wines that are highly typical of their region of origin and grape type, which complement each other perfectly by representing a cross-section of the German wine landscape. The wines of the VDP winery Staatlicher Hofkeller in Würzburg were added to the export distribution portfolio of the German Wine Group at the beginning of 2020. As a group, the partners are responsible for around 1,400 hectares of vineyards and have set themselves the goal of making the export business an established sales channel for German wine.

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