

LOOKING FOR A WAY TO GENERATE SOME FIRST QUARTER RINGS?

Starter
culture

+

Ribera y
Rueda

SPAIN'S MOST PRESTIGIOUS
REGIONS FOR RED & WHITE WINES

KNOCK IT DOWN

RIBERA Y RUEDA'S KNOCK IT DOWN (KID) PROGRAM WILL
REV UP YOUR REGISTER AND IT'S REALLY, REALLY SIMPLE!

HERE'S HOW IT WORKS:

*Submit proof of a customer's wine & cheese purchase
and Culture gives you \$7 - rebate back to you!*

- **Knock \$3 off** any cheese for a customer when they buy a bottle of wine from the regions.
- **As the retailer, you receive \$7** for each qualified wine + cheese transaction (netting \$4).
- **In total, there is \$1,400 per account** during the initial promotional period.

culture the way we cheese PROVIDES

Support material for your staff and customers including:

- **Articles by Laura Werlin & Videos** about Ribera y Rueda with tips on how to pair with great cheeses.
- **Customized in-store signage** that help inform customers on how to save \$3 on their cheese purchase.
- **Win a Trip to Spain Incentive Program*** for your staff and customers to enter to win.
- **National marketing and promotion** of your participation via print, social and digital to more than 140 thousand consumers via Culture and Ribera y Rueda's extensive network.
- **Opportunities to earn additional cash** by hosting virtual tastings and more!

** If the winning consumer is from your store, a staff member from your store goes too!*

WINE IDEAS

NEED SOME?

EDUCATION



HAVE IDEAS ON WAYS TO PROMOTE RIBERA Y RUEDA WINES? JUST ASK!

A Taste Network program managed by **culture**