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## New York Wine & Grape Foundation Partners with Think Drink Global to Raise the Profile of New York Wines in Western Europe

*PENN YAN NY, July 9, 2020* – The New York Wine & Grape Foundation (NYWGF) is pleased to announce a new, creative partnership with [Think Drink Global](#) (TDG) designed to manage New York wines' trade- and media-focused marketing and educational programs in Western Europe. TDG is a collaboration between three wine industry veteran firms, [R&R Teamwork](#) in London, [Vinconnexion](#) in Paris, and [O'Donnell Lane](#) in Sonoma, CA.

Through the USDA-funded Export Program, NYWGF has conducted an exciting marketing program in Western Europe for over 20 years. Recent successes have been experienced in the United Kingdom, France, and in Germany, where Prowein has typically served as a cornerstone event. Though activities like tradeshow will remain a component of NYWGF's Western Europe program, the partnership with TDG is designed to specifically build trade relationships and increase awareness of New York wines in additional Western Europe target markets, including Denmark, Finland, Ireland, Norway, and Sweden.

"NYWGF's partnership with Think Drink Global seeks to provide strategic direction for the New York wine industry in Western Europe to engage with influential trade and media, and ultimately, bolster brand recognition for New York wines in the market," said Sam Filler, Executive Director of NYWGF

The TDG-led campaign will include a targeted approach to curating winery-trade connections, on-trade interest, and potential media. Education for trade will be accomplished by the presentation of educational seminars and tastings on New York wines and derived from the New York Wine Course and Reference and presented in person, when possible, and through a curated series of online events throughout the year.

Rosamund Barton, on behalf of Think Drink Global comments, "We're all really excited to be working with the NYWGF and look forward to putting the wines from New York firmly on the map across Western Europe. We'll be embarking on a series of virtual events and activities to

educate on the great wines from the State and put them in front of key trade, media and influencers across European countries.”

Please reach out to [Valerie Venezia-Ross](#), Director of Programs and Marketing, should you have any questions regarding this partnership.

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**About the New York Wine & Grape Foundation** The mission of the New York Wine & Grape Foundation is to promote the world-class image of New York grapes and wines from our diverse regions to responsibly benefit farmers, producers and consumers through innovative marketing, research, communication, and advocacy. We endeavor to ensure that New York State is recognized as the world's premier region for cool and cold climate viticulture. Learn more at [www.newyorkwines.org](http://www.newyorkwines.org).

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