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W I T H  
F U R M I N T



#furmintfebruary  
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# Furmint February 7.0

UK Market - 2025

*Furmint Trade and Consumer Tasting  
&  
Consumer Campaign*

#furmintfebruary25

*Sponsored by the Hungarian Wine Marketing Agency*



# Furmint February

The biggest Hungarian wine marketing campaign/event in the UK, both wineries/importers and the trade is looking forward to participate in every year.

Furmint February was launched first time in 2019 by Wines of Hungary UK in the United Kingdom aimed to celebrate and increase awareness of Hungary's flagship varietal during the whole of February and beyond.

Born out of a highly successful and established promotion in Hungary which has been running for over 10 years, WHO UK is organizing Furmint February in the UK annually, to keep up the momentum, and continue to build the excitement around and the awareness of Furmint amongst both trade and consumers.

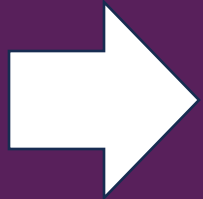


*' Best Consumer Campaign of the Year ' – International Wine Challenge 2019*

*' Special Commended Trade Campaign of the Year ' – Drinks Business*

# Furmint in the UK

Thanks to the 6 years of promoting Furmint in B2B, Furmint has universal awareness within the UK wine trade, but lesser known by consumers. There is a need from the UK wine trade to support their sales efforts with engaging wine lovers and build awareness of Furmint among consumers.



## **BUILD AWARENESS AMONG CONSUMERS TO DRIVE SALES**

B2B – support trade to put Furmint in front of consumers:

1. Work with Furmint – food and wine pairing masterclass
2. By the glass offers
3. put Furmint on the menu

B2C – direct to consumers communication:

1. Consumer press
2. Consumer tasting
3. Social media influencer campaign



# Furmint February 7.0 The 2025 Campaign

Strategic priority: Drive sales via building consumer awareness

## B2B

Encourage bars, restaurants and retailers to put Furmint in the spotlight with offers, promotions, events, dinners and tastings for consumers; new listings, increase sales.

1. Furmint February Trade Tasting
2. Furmint in Gastronomy –  
working lunch/masterclass

## B2C

### Educate and engage consumers

1. Furmint February Consumer Tasting
2. Consumer Communication
  - Furmint Ambassadors in Social Media Encourage wine lovers to try Furmint
  - Consumer press: 4 pages article in Foodism Magazine

# Furmint February 7.0 - The Tastings

## London 26<sup>th</sup> February

In partnership with Westminster Kingsway College (Royal Academy Of Culinary Arts)

### **1. Furmint in Gastronomy working lunch/masterclass** (11am-1:30pm)

- Food and wine pairing masterclass/working lunch with Klearhos Kanellakis Head Sommelier and Caroline Gilby MW
- From sparkling to single vineyard Aszú - pairing food with the thousand faces of Furmint. To demonstrate the versatility of Furmint and encourage sommeliers to work with the wines. Food prepared by Royal Culinary College's students with Linda Galloway chef.

### **2. Trade Walk around tasting** (1:30pm-5pm)

trade tasting to celebrate Furmint February's 7<sup>th</sup> edition

### **3. Consumer walk around tasting** (5pm-8pm)

Inviting wine lover consumers to taste Furmint with the winemakers after the trade tasting





# Furmint February 7.0 Communication

**1. Foodism Magazine** - advertorial about Furmint, and food and wine pairing to build awareness in the UK's most up market food magazine: Foodism Magazine

- ✓ 4-page guide in print about furmint, food pairing in print and online in UK's most well known up market food magazine, <https://foodism.co.uk/>
- ✓ Online advertorial in February
- ✓ Mailer to 35.000 active and engaged subscribers (38% open rate)
- ✓ Weeklong homepage takeover in February (10.000 guaranteed impression)

**2. Influencer Campaign** - Partner with four respected wine communicators who become Furmint Ambassadors. Ambassadors will be tasked with educating their followers about Furmint, creating a food pairing post and attending the Furmint February 2025 event

- ✓ Spread awareness for Furmint among UK wine consumers
- ✓ Highlight Furmint as the perfect wine to pair with food
- ✓ Promote the Wines of Hungary Furmint tasting on 26th February 2025



# How to participate?



- ❖ **Organizer:** The Furmint February 2025 campaign will be organized by Wines of Hungary UK and sponsored by MBÜ – the Hungarian Wine Marketing Agency.
- ❖ **Wineries:** All furmint producing Hungarian winery can participate with UK representation, and wineries seeking UK representation
- ❖ **Wineries costs:** £700
- ❖ **Registration, contact:** Zsuzsa Toronyi, [zsuzsa@winehungary.co.uk](mailto:zsuzsa@winehungary.co.uk), +44 (0)7523660359
- ❖ **Participation requirements:**
  - ❖ Paying the participation fee 15 days after invoice issued
  - ❖ Personal representation (winemaker/winery owner/export manager/UK distributor) on both trade and consumer tasting, masterclass participation
  - ❖ Supplying the required samples for tasting, masterclass, articles, influencers
  - ❖ Providing the requested information (provide fact sheet, prices, winery introduction, pictures, bottle shots) and sending the wines by deadline

*Please note: Places are limited, pls let us know about your participation as soon as possible  
Masterclass, influencer campaign participating wines will be selected by the organizers to ensure campaign messaging objectives*