

CHAMPAGNE GALAS 2023

Become part of the
Falstaff CHAMPAGNE GALAS 2023

15./16./17. October
Frankfurt - Düsseldorf - Berlin

Register by July 30th and enjoy attractive additional benefits and the media coverage of Falstaff:

- *Logo-integration and mention in the event announcement in the Falstaff Magazine Germany (print, circulation: 70,000 copies)*
- *When booking 2 locations: 1x **social media post** by Falstaff (Facebook & Instagram)*
- *When booking all 3 locations: 1x **online advertorial** on Falstaff.de plus **social media post** (Facebook)*



Register here: <https://go.falstaff.com/champagnergala2023>
E-mail: events@falstaff.de

CHAMPAGNE GALAS 2023

For a total of 10 years, they have been a major highlight in our event-calendar!

The Falstaff Champagne Galas

Exquisite settings host an enchanting delight - a place where industry elites and the esteemed Falstaff community convene. Champagne producers, distributors, and renowned houses gather to showcase their exclusive sparkling wines, providing the opportunity to savor and experience these exceptional offerings firsthand

Locations and Dates

- Frankfurt, Steigenberger Frankfurter Hof, October 16th, 2023
- Düsseldorf, Industrie Club, October 17th, 2023
- Berlin, Capital Club am Gendarmenmarkt, October 18th, 2023

Key figures

- 20-30 champagne brands
- 300-500 guests per gala-event
- 15:00 - 18:00 exclusively for trade visitors/ industry elites
 - Sommeliers
 - Wine merchants
 - Restaurateurs
 - F&B managers, etc.
- 18:30 -21:00 for esteemed members of the Falstaff community
 - with entrance fee



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Registration fee:

600,- Euro plus VAT per exhibitor per gala
If all 3 events are booked, the participation fee is 500,- euros plus VAT per gala.

Your exhibitor services include:

- Provision and presentation of your wines (we suggest featuring 3-6 different wines)
- A dedicated champagne bowl for showcasing your wines
- Knowledgeable staff to assist at your exhibitor table

Our array of services encompasses:

- Gala organization for the champagne event
- Efficient management of guest invitations for trade visitors and esteemed private guests
- Provision of 10 complimentary tickets for your valued customers/contacts
- Seamless logistics coordination, including exhibitor table setup (at least 1m space), glassware arrangement, ice supply, bread and water availability, and cooling facilities
- Supplying a comprehensive tasting book for the event
- *Generating extensive media coverage across all Falstaff platforms, spanning print, digital, and social media channels*
 - Promoting the galas through Falstaff magazine, website, newsletter, and social media with dedicated showcases of our esteemed partners/exhibitors
 - Conducting thorough follow-up reports in the magazine, online, and via newsletter, featuring captivating picture galleries that highlight our partners/exhibitors



Performance data Falstaff Germany

- Print circulation print magazine in Germany: 70,000
- 237,000 Facebook followers, 122,000 followers on Instagram
- Almost 4 million visits/ month on falstaff.com, 210,000 newsletter subscribers

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