

# URBAN RIESLING

## ADVERTISING FALL 2020

**Wine Spectator**  
www.winespectator.com

Watch for the URBAN Riesling integrated six-week media campaign running exclusively with Wine Spectator. Beginning October 27th and running through December 3rd, the \$60k campaign will target the Halloween and Thanksgiving consumption holidays via email blasts, social media and desktop & mobile banner advertising.

### **Email Blasts:**

**October 27th & December 3rd**



### **Nik Weis Urban Riesling - a White Wine for the Ages**

Named after Saint Urban, the patron saint of the winemaker, Urban Riesling is a jewel from the Mosel region of Germany. Made from grapes grown on vines planted in the signature blue slate soil of this famous winemaking area, Urban Riesling is bright and fresh with great minerality, elegance and fruity acidity. Nik Weis Urban Riesling is ready to drink now and is perfect for all your holiday gathering beverage needs. [Click here to learn how to purchase.](#)

**Impressions: 250,000**

**Join Nik Weis on Instagram  
LIVE—Straight Talk: Tuesday,  
November 3rd at 3pm EST**



**Impressions: 250,000**

**Desktop & Mobile Banner Ads:**

**November 9th—22nd**



**Impressions: 125,000**



**Imported by:**  
**HB**  
WINE MERCHANTS