

WINE PROMOTION

Since antiquity, the significant role of Wine –from a religious, cultural, social and economic aspect– has far exceeded its commercial price. In most cultures, Wine was considered as a Divine Gift to human race. Initially under the auspices of Bacchus and later of Christian faith, Wine was established as a key–constituent of religious rites.

In this light, Wine was present not only in people's everyday life as well as at their family celebrations as well as at the collective, popular festivities. In addition, Wine has been a continuously valued product.

This two–Frame Open Philately exhibit, arranged into Chapters and sub–chapters ranging from displaying small–size events to worldwide ones, will display philatelic and non–philatelic material presenting the Promotion of Wine through religious and secular events.

Exhibit PLAN

1. INTRODUCTION & PLAN p. 1
2. RELIGION–associated Events p. 2 – 8
3. SECULAR Events p. 9 – 32
 - 2a. WINE ROUTES to ENOTOURISM
 - 2b. SMALL–SIZE CELEBRATIONS to WINE DAYS
 - 2c. WINE FAIRS and PROMOTION CAMPAIGNS
 - 2d. WINE in OTHER EVENTS

SELECTED BIBLIOGRAPHY

The World Atlas of Wine (7th Edition), Hugh Johnson and Jancis Robinson, 2013

Wine (5th Edition / Revised), André Dominé, 2004

C. Gikas WSET Level 4 Diploma in Wines and Spirits, Study Guides Units 1 – 6, 2017

EXHIBITOR'S PUBLISHED ARTICLES

Bacchus : the Non–Conformist God of Wine @ ENOPHILATELICA V29/No3 – February 2023

Wine : from Vintner to Consumer PART I @ ENOPHILATELICA V29/No4 – May 2023

Wine : from Vintner to Consumer PART II @ ENOPHILATELICA V30/No1 – August 2023

A "Thematic" Encounter of Philately with Tourism @ BALKANFILA NEWSLETTER no11

Significant items are indicated with a **GREEN DOT**



WINE PROMOTION

through RELIGION I

Religious Rituals and Events

Wine as a "gift" given from the Gods to humans had a significant impact on the lives of people in regard to religion, traditions, culture and economy-trade. Wine was related and documented as a strong link between humanity and Deities of various ancient civilizations through rituals and events. At this light, wine had been "awarded" the auspices of established, religious systems.

Wine offerings to the Great Mother-Goddess Potnia was the most significant ritual for Minoan people around 1.600 BCE as depicted in Palace wall-paintings.



In Egypt, at King's Seti 1st Tomb, a high-relief painting from 1313 BCE depicts the King offering Wine to God Ra-Harakhti fulfilling his role the intermediary between the divine and the mortal world.



WINE PROMOTION

through RELIGION II

The Mycenaean Feast of the New Wine

At the archaeological excavations of the Palace of King Nestor, in Greece, was discovered a tablet written in Linear B' with a 5-syllable script "*me-tu-wo-ne-wo*" translated as "*the Feast of the New Wine*", documenting a significant annual religious and social festival which celebrating "the opening of jars to taste the new wine".

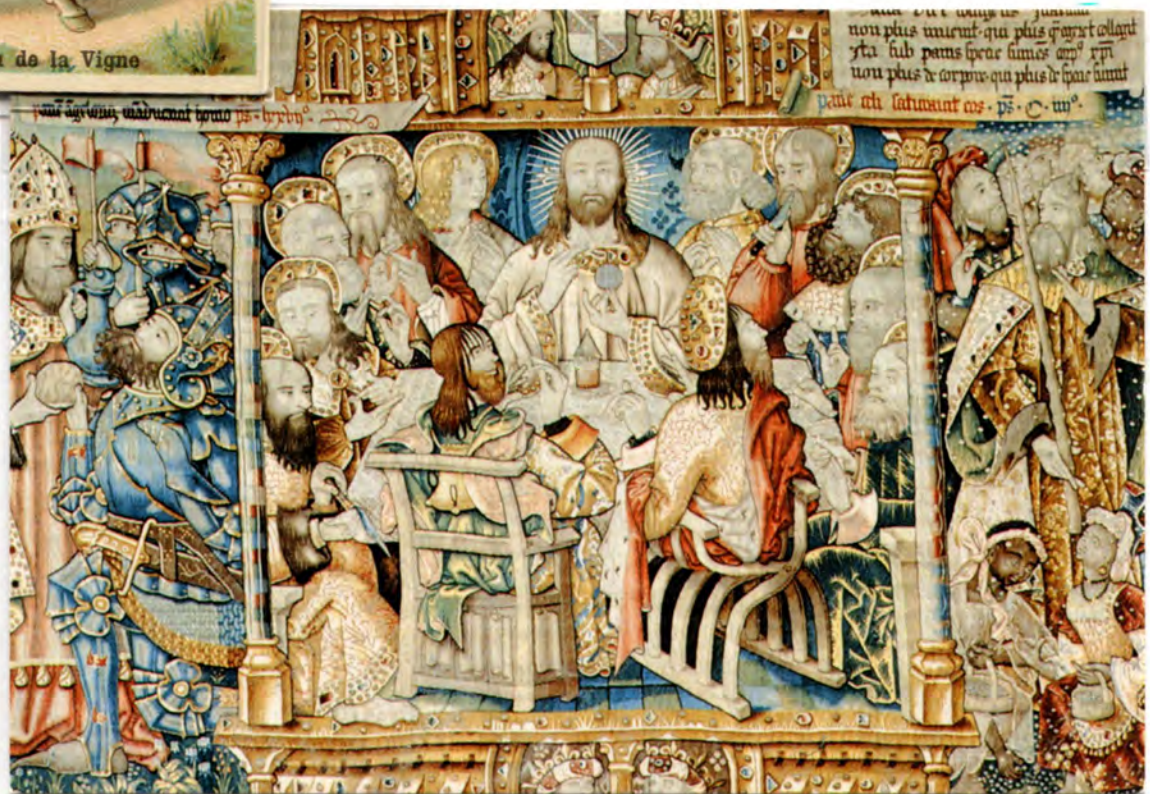


Another three Linear B' tablets from 1300 BCE, found at the Mycenaean Palaces of Pylos (Peloponnese) in Chania (Crete), had inscribed the syllables of "*di-wo-nu-so*" being the name of the Wine-God Dionysus (Roman Bacchus) proving that Dionysus was "present" in Greece long before the Homeric Era as it was thought until the time of this discovery.

*1885 Pocket Calendar of A. Bourgeois Co.
Ed. Kimel, Paris*



Early fragments, from 10th c. B.C.E, of the Book of Genesis narrate the story of Melchizedek, King-Priest of Salem (Jerusalem) who brought out bread and wine to Abraham and blessed him in the name of "God Most High - El Elyon" (Genesis 14:17-20).



St. Robert Abbey, The Supper of Melchizedek, Ed. du Lys, Divided Back

WINE PROMOTION

through RELIGION III

Goddess Cerés postage stamp promotes Wine

In 1849, world's first postage stamp depicting a wine-related topic was circulated by France with the image of goddess Cerés (Greek Demeter) having a bunch of Vitis Vinifera (wine-producing) grapes in her hair. This is the beginning how the widespread coverage of the postal system has been employed as a significant means to promote and advertise Wine.



1849 Ceres 20c.
final colour proof.

Dionysus - Bacchus conquers the hearts of people

Illegal son of Zeus (Jupiter) king of the 12 Olympian Gods was far the most popular God due to his efforts to promote wine and celebrate with the rest of mortals without any social constraints and rules.



Cyprus set of 4 from the 5th Telecard Exhibition 4-6/11/2005 Roman Mosaics from the House of Bacchus In Paphos, Cyprus depicting Dionysus teaching Viticulture and Wine-making the common people.



WINE PROMOTION

through RELIGION IV

Dionysus, the Wine-promoter



The Voyage of Dionysus was a propagandist on the road, offering to his common followers uncontrolled wine parties. This unconventional, and often drunk God is depicted holding Wine containers and drinking cups as a visual, tangible means of wine propaganda.



2009 P.R. China pre-stamped
Postal Stationery depicting
Guido Reni's 1623
"Bacchus Drinking" painting.



领奖人填写内容
姓名 地址或单位名称
证件名称 证件号码

心想事成
吉庆有余
新年快乐
大吉大利
事事顺心
连年有余
花开富贵
阖家幸福
万事如意

采用再生林纸印制



1950 French National Lottery Coupon with Bacchus holding a Cup.

WINE PROMOTION

through RELIGION V

Excessive Wine Drinking

Bacchus' call to people for excessive drinking and public wine events such as the hedonistic, pleasure-filled gatherings known as "Bacchanalia", became a social problem to the authorities who unsuccessfully tried to restrict them.

Original 1973 Wine Label when Chateau Mouton Rothschild it was elevated to Grand Crus Class with Pablo Picasso's "Bacchanale" drawing.



Moderate Wine Drinking

In ancient Athens during **Symposia**, moderate drinking was the rule. Therefore, the wine was always mixed with water as to enjoy wine and the discussions without getting drunk.



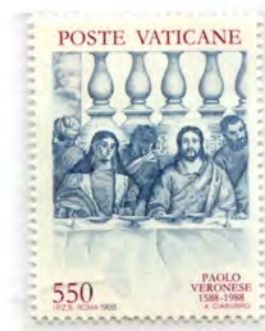
1955 Bank of Greece 20 Drs, with a Symposium scene in obverse.

WINE PROMOTION

through RELIGION VI

Christianity and Wine

The transformation of approximately 120–180 gallons of water into high-quality wine at the wedding feast of Cana was Jesus's first miracle as it was written in St. John's Gospel (2:1 – 11).



The central role of Wine in Christianity was given by Jesus himself to his disciples at the Last Supper when Jesus calls the Wine as his blood that should drunk by all the Christians.



Christianization led to wine's rapid expansion as significant rulers adopted the Christian Faith.

Wine under the divine Auspices of Christianity was established as a fundamental and indispensable element of the Eucharist (Holy Communion) where it is consecrated as the blood of Jesus. This very fact was a driving force for the promotion of Wine for all Christians to all older and newer countries and territories.

The Holy Communion by I. Mitrakas

Byzantine style icon

Proprietor : The Ecumenical Patriarchate



WINE PROMOTION

through RELIGION VII

Wine-related Saints

A number of Christian Saints –most of them were Roman soldiers who converted to Christianity– are related to Wine. The four more important “ Wine Saints ” are :



Saint Vincent of Saragossa with his “ Tournante ” annually celebrated at wine regions.



Saint Tryphon of Campsada, on his feast day, the vine growers are pruning the vines and then splashing them with wine for having a good harvest.



St. Martin's Day wine refers to the first, young wines of the season, traditionally released and toasted on November 11th to celebrate St. Martin of Tours, the Patron Saint of Wine.



Saint Urban's Day (May 25) is a traditional European celebration for the patron saint of winegrowers, often featuring open wine cellars, blessings, and tastings.

1921 Notgeld of 50pf. of Arnstadt City depicting the 1535 Wine Harvest Festival on St. Urban's Day



WINE PROMOTION

through SECULAR EVENTS I

The establishment of wine-regions from Romans to Monks

In the year 52BCE, the Romans invaded Gaul, built the town of Autun in the Bourgogne region, and planted many vines until the fall of the Roman Empire in the fifth century. Following the rise of Christianity, a number of abbeys and monasteries were founded in Bourgogne –such as Cluny in 909 and Cîteaux in 1098– took up and excelled wine-making establishing it as a top wine-regions worldwide.



Carnuntum is a historic wine-producing area along the southern banks of the Danube River in Austria. Since 50 AD., in Carnuntum was established a Roman Legionary Fortress, that soon developed as one of the most important cities in the Roman Empire. The Romans –since the beginning– engaged in grape growing & Winemaking turning Carnuntum into a reputable wine-producing area.



Pilgrim's " Via Sagra ",

During pilgrimage times, monasteries provided shelter, food and wine to the pilgrims. This mass religious-motivated travel promoted regional wines and increased the monastic wine production.

The Wine Route and the Wine



WINE PROMOTION

from Pilgrimage to Wine Routes



The pilgrimage route (*Camino de Santiago*) leading to Santiago de Compostela, directly crosses the renowned Rioja wine region. Pilgrims pass through vineyards enjoying local Rioja wines, the wine fountain in Irache and the autumn Fiesta de la Vendimia.



Both Südliche Weinstraße

"Southern Wine Route" in the south of Rhineland Palatinate and Alsace Wine Route are renowned the finest quality of Riesling Wines.



Two prominent, early wine travellers

From godfather of Bordeaux's Grand Crus to Father of the Nation

In February 1787, Thomas Jefferson later third U.S President, embarked on a three-and-a-half-month journey. During his stay in Bordeaux he picked out four outstanding wines : Chateaux Margaux, Chateau Lafite, Cateaux Latour and Haut Brion. These four wines in the 1855 Bordeaux Medoc classification were officially classified as "Grand Crus".

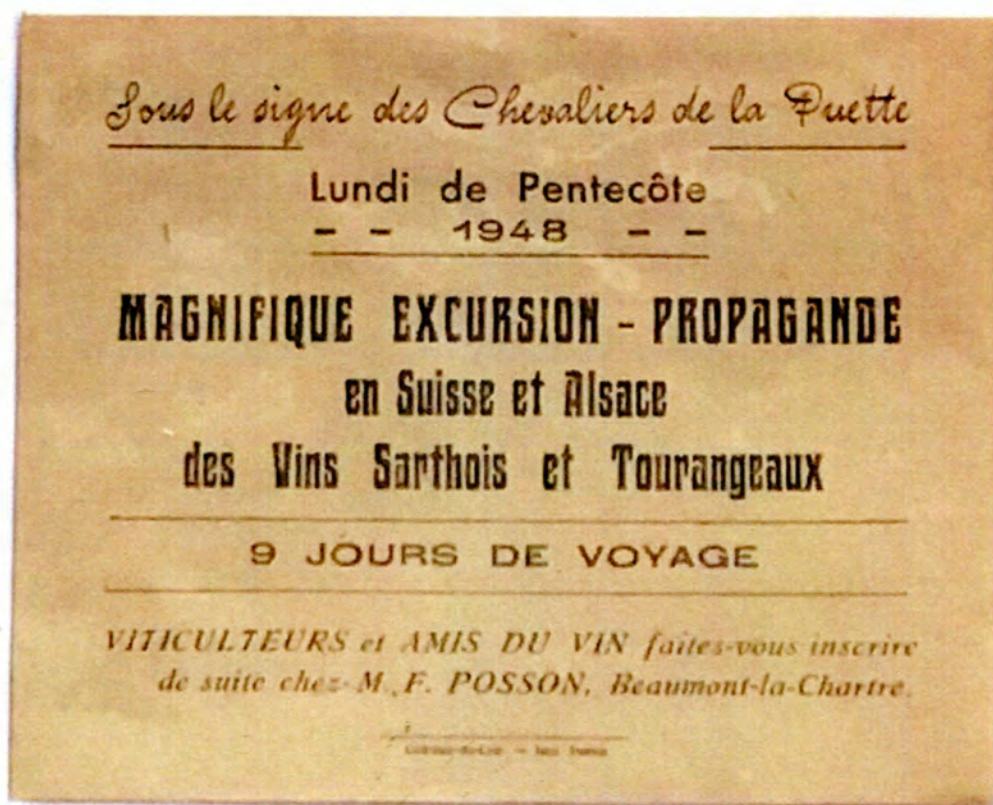


A poem of a wine visit

In October 1809, Lord Byron visited Zitsa wine region, Greece. The wine and the landscape impressed the poet as to write his lengthy "Childe Harold's Pilgrimage, Canto the Second" also mentioning the vineyards of Zitsa where the white Debina wine variety is cultivated.



Although "Wine Routes" started in the 1920's, it was after the end of WW II that organized Wine Tourism started by Wine Friends societies to specific wine regions.



1948 Advertising flyer for a Wine Excursion under the sign of the Wine Fraternity of Puette Knights.

WINE PROMOTION

through SECULAR EVENTS V

Enotourism is more than a Wine Route visit



Wine tourism (enotourism) although it still has the wine as its core theme, it is a more comprehensive experience than visits to wineries and wine tastings, because it incorporates the local traditions, gastronomy and sightseeing of monuments as well as cultural and sport activities to recreational, thrill experiences such as hot air ballooning.

Visiting Monuments



Gastronomy and Wine



Mountain Trekking



Wine Tourism developed systematically, initially in California and from the mid-1970s in France, incorporating the natural and cultural attractions of a region as well as its gastronomic tradition with the aim of attracting a larger number of visitors, beyond wine lovers. Today, all wine-producing countries promote Wine Tourism as a rapidly developing and profitable form of tourism.



WINE PROMOTION

through SECULAR EVENTS VI

Wine Tourism : an organized and systematic wine promotion project

Since Wine Tourism is an ongoing, formidable and profitable section of Tourism, its promotion involves from professional marketing to travel agencies to organize outstanding and multi-faced travel experiences in wine regions.



VINO TOURS advertising
Cancellation
14.12.(20)10
Wine Tours Organizer
by Bus-Plane-Boat-Train

Wine Tourism economic impact

In 2024, according to research published in Vinetur, the value of global Wine Tourism reached 45.6 billion euros. Newer and traditional wine regions –from Portugal to Canada & from China to Hungary– are trying to get a larger share of the Wine Tourism “pie”.



Changyu Winery, founded in 1894, has opened in 1992 a Wine Culture Museum. Nowadays the museum has already entered into a new digital era, transforming it from a traditional exhibit space to an immersive, technology-driven experience.



WINE PROMOTION

through SECULAR EVENTS VII

Rising a wine glass and wishing to a beloved person is always a way of expressing true feelings of affection and respect and for any celebration.

Here's to my girl



Leather Postcard

Posted on Oct. 20, 1906

Undivided Back

Copyrighted W.S. Heal



A HAPPY NEW YEAR

*Klink, klink in rhyme
To the happy New Year chime...*

New Year Toast Series No 1.

Posted on DEC. 23, 1910

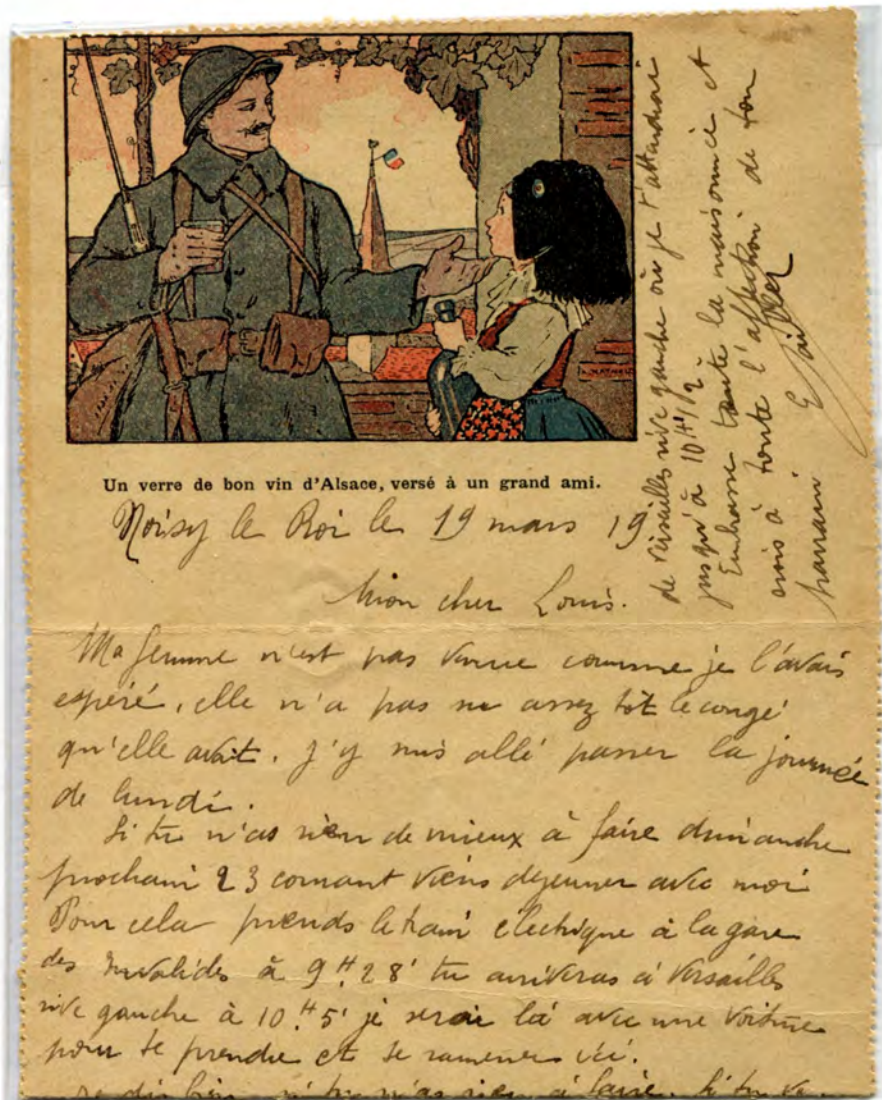
Divided Back



WINE PROMOTION

through SECULAR EVENTS VIII

A Glass of nice Alsace Wine for a great friend



Letter Card with Military Exception (F.M)

Posted 20 3 - 19



As Homer the ancient author
of Iliad and Odyssey had stated
"Wine opens the Heart".

Wine's alleviating properties
have similar effects equally
in stressful and pleasant occasions
when it is enjoyed in moderation.

Three Cheers for the Birthday Girl !

U.P.U Postcard
Posted on 18.5.1906
Undivided Back



WINE PROMOTION

through SECULAR EVENTS IX

Wine is the true protagonist of Festivities



*No Champagne,
No Fiesta !*

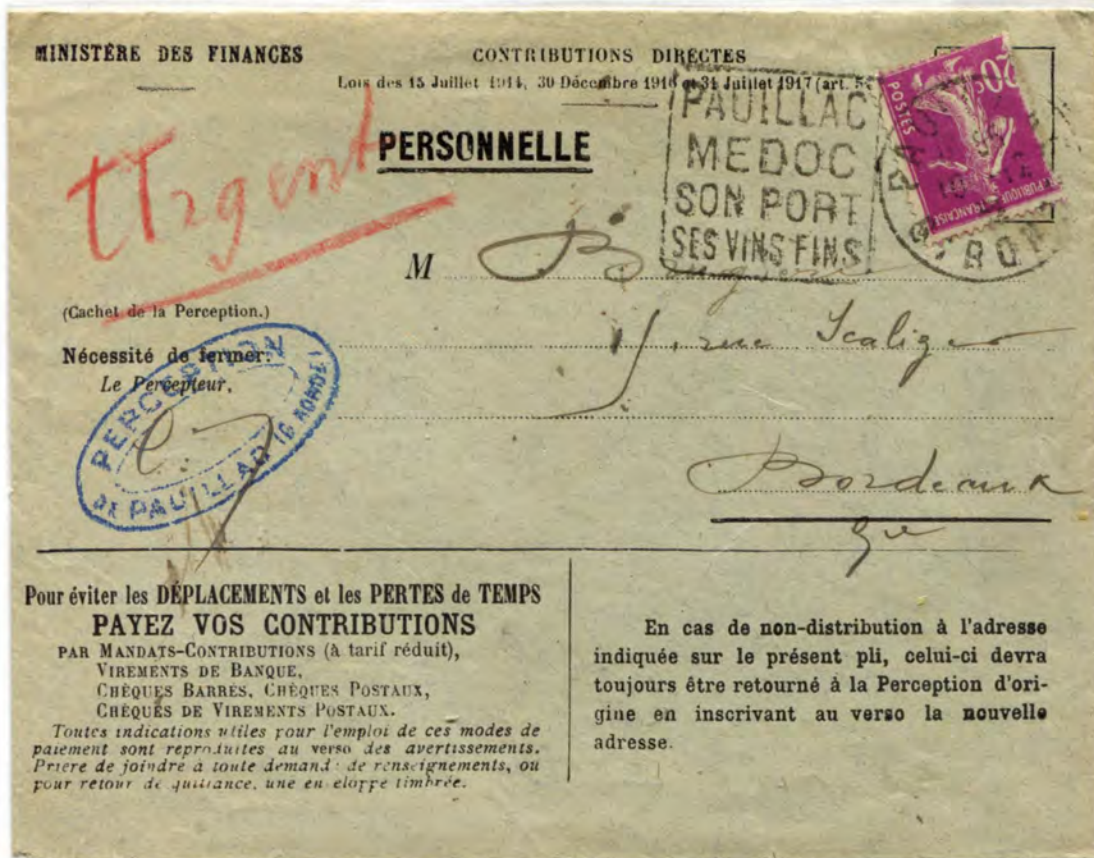


The Wine is the protagonist in most Public Festivities from birthday parties to glamorous royal weddings, where the Champagne runs in abundance, and from family meals in restaurants to popular fiestas.

*Advertising Matchbox of
Restaurant DIOYNYSOS
with Greek Specialties
at Würzburg, Germany*



Even reputed wine regions like Médoc are employing innovative events –as the Médoc Marathon– in order to attract more visitors.



Médoc Marathon is the world's most fun wine through Bordeaux's Médoc vineyards with fancy dress, live music, and a carnival atmosphere. Wine and gourmet stations along the route to enjoy 23 wine tasting stops plus local specialties and French delicacies while running.

1932 Posted Letter with square promotional cancellation "PUILLAC MEDOC, IT HAS A PORT, IT HAS FINE WINES"

WINE PROMOTION

through SECULAR EVENTS X

Typical Wine Events

The Grape Harvest is the most popular, annual public event celebrated in every wine region.



During the Schweidsberg Wine Feast, in Luxembourg after the Wine is blessed by the priest, the Bacchus Fountain outside the Church starts running wine.



Bacchus at a Popular Fair...

*Official Postcard of
Bacchus Cart at the
German Folk Costume
Fair, Mainz of Rhineland
Municipal Hall
20-24 May 1914
Published by Buch
Steindruckerei, Main
- Divided Back*



...and Bacchus also present at religious cavalcade



*St. John's Cavalcade,
Boen,
Bacchus Cart
organized by A. Gauthier
Printing Commarmond,
Cl (-che) A. Durant
Divided Back*

WINE PROMOTION

through SECULAR EVENTS XI

Celebrating the Wine Days, have started in the late 1990s as a means of increasing awareness of the unique characteristics of individual wines based on specific grape varieties and/or wine blends to wine lovers around the world. Today, there are annually more than 50 Wine Days.

February 18th : World Drink Wine Day

Grab a glass and pour yourself something delicious to join fellow wine lovers across the globe as they pay homage to the fine art of drinking wine.

Cheers !

Please try Hungarian Wines

Posted on 4.9.(19)40

Divided Back

13 March – International Riesling Day

PETRI Riesling from Pfalz



On March 13th was officially documented Riesling grape in writing due to a purchase by Count John of Katzenelnbogen.

Riesling nowadays is produced all continents but Antarctica.

Fresh and aromatic, with high acidity, Riesling can be sparkling or still, dry and sweet is a top quality, white wine.

Glass mat with info on Riesling at back side from www.pfalzwein.de



Kedves egészségre!

*Kosten Sie den ungarischen Wein!
Assaggiare il vino ungherese!
Veuillez goûter les vins hongrois!
Please, try the hungarian wines!*



*Grüner Apfel,
Grapefruit,
Pfirsich, Maracuja,
Grünes Gras*

WINE PROMOTION

through SECULAR EVENTS XII

14 April : Tannat Day



Tannat and Malbec, two French “immigrants” to Uruguay and Argentina respectively became iconic, bold reds of South American wine culture.



17 April : World Malbec Day



The valley of Vistalba, Luján de Cuyo, has the oldest wineries of the region, which strike a balance between tradition and new technology.

A winery founded in 1898 in the old Spanish colony, and now exclusively devoted to the production of varietal wines may be found at Perdiel.

Also, in the city of Maipú, what used to be a large winery –once the largest winery in the world– is now located. On the same premises, the Museo del Vino y la Vendimia, the only national museum run by this province, is situated. At Compañía Maipú, visitors may tour La Rural, a wine museum where more than 4,500 items used in the past to make wine are on display.



2007 Stamp Booklet of \$4 face value by Argentina Post on MALBEC Wine Route

National Chianti Day 4th September

National Chianti Day was inaugurated in 2020 celebrating this iconic Tuscan wine, with its characteristic “**Black Rooster**” logo. World-renowned, it is one of the oldest delineated wine producing regions established in the world, dating back to 1716 by Grand-Duke Cossimo III de’ Medici.

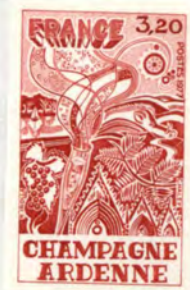


WINE PROMOTION

through SECULAR EVENTS XIII

World Champagne Day on the 4th Friday of October each year.

The first domestic vines in the Champagne region can be traced back to the 1st century AD but the legendary sparkling was first produced in 1668 at Hautvillers by Dom Perignon who shouted to a fellow monk " come quickly, I'm drinking stars ! ".



Colour Essay
in Deep Red



10c. Busta
Lettera Postale
series 33,
circulated from
Dec. 1920 until
end of Oct.
1923
with
Moët et
Chandon
Champagne
Front Cover
Advertisement.



10 December : International Aszú Day

Tokaj Aszú is one of the greatest sweet wines of the world. Terroir, centuries old tradition, local grape varieties and winemakers have all contributed to a top-quality wine with the ability to stun everybody, King Luis XIV of France named Tokaj " King of Wines, Wine of Kings ".



WINE PROMOTION

through SECULAR EVENTS XIV

WINE FAIRS

The Battle of the Wines

The first recorded wine competition in 1224 –known as “Battle of Wines”– organized by French king Philip Augustus as written at the poem *“La Bataille des Vins”* by Henry d'Andeli.



Over 70 samples from France and across Europe, including Cyprus, Spain and the Mosel region, were tasted and judged by an English priest. Finally, a sweet red wine (Commandaria) from Cyprus won the overall tasting.



AUG 15, 1992 Commemorative Cancellation
NAPA TOWN & COUNTRY FAIR

Napa Valley is America's most celebrated wine regions with varietals cultivate such as the top-quality Cabernet Sauvignon and Chardonnay as well as Pinot Noir, Sauvignon Blanc, Zinfandel and others.

Champagne illustrée
EPERNAY
La Foire aux Vins 1905
Divided Back



WINE PROMOTION

through SECULAR EVENTS XV



National Wine Fairs : taste and compare

During Wine Fairs, the wine producers and the public have a direct contact whilst the consumer has not only the chance to learn and appreciate a wide range of participating wines but also to taste and compare them.



1979 World WINE FAIR and FESTIVAL, Bristol

30° VINITALY



SEGAS - IX EUROPEAN
ATHLETIC
CHAMPIONSHIP
& WINE FESTIVAL
Entrance Tickets Booklet
21 SEPT. 1969



WINE PROMOTION

through SECULAR EVENTS XVI

Promotion of Wine Events

Wine Events in order to attract more visitors are using a wide range of promotional means.

These advertising items could range from traditional ones such as tele-cards to vignettes to more peculiar ones small-size flags and sugar sachets.

Sugar Sachet for

Bucelas Wine Fair 13-15 Oct. 2023



Small Carpathian Pezinok

*Vintage Feast 24-26/09/1975
In Slovakia.*



1976 Harvest Fair Medal in Switzerland



WINE PROMOTION

through SECULAR EVENTS XVII

National Wine Promotion

Wine is a key export product of a number of countries.

Therefore, national as well as regional promotion are essential for the prosperity of the agricultural sector of wine-producing countries.

Wines of France

Wine & Food Pairing Wheel



Promotion of Greek Wines in Germany



Between 2012 and 2016 the Italian Post issued four M/S with a total 58 top quality wines.



2005 Stamp Booklet Promoting Australia wines



WINE PROMOTION

through SECULAR EVENTS XVIII

From National to Regional Wine Promotion

For some wine producing countries the competition is not only on international level but also domestically with other wine regions of the same country.

The quality regional wines in Spain of Ribera del Duero have to compete with Rioja wines.



Spanish Lottery Ticket 9 MAY (20)03
with Ribera del Duero Council Logo



Likewise, Anjou wines from Loire in France compete with Bordeaux, Burgundy, Alsace and many other quality regional wines in France.

1948 Cancellation with

" Drink the Great Wine of the Century : ANJOU 1947 "



WINE PROMOTION

through SECULAR EVENTS XIX

“Wines of the Sun” are called the lush and tasty wines of Cote du Rhone.



côtes-du-rhône

vins du soleil



The 45" Music Record was created by the Interprofessional Committee of Cotes du Rhone

WINE PROMOTION

through SECULAR EVENTS XX

Wine Promotion from traditional to digital means

Regional promotion agencies are not using traditional means of promotion such as promotional post office cancellation but also digital ones. An example of digital promotion is the "Wine of Crete" with their DVD documentary in 7 languages.



Postal Propaganda Cancellation for the Moselle Wines



through **SECULAR EVENTS XXI**

Porto fortified wines are considered top of their league.

Nevertheless, Porto promotion on both a regional and individual brand level goes on uninterrupted.

Among the most prestigious Porto brands is Sandeman with their characteristic logo of " *Don* " an iconic, mysterious black figure created in 1928 by George Massiot Brown.

Porto City – PORTO WINE



Lush PORTO Wine



**World-acclaimed
Aged Fortified Wines**

[illegible]

Portugal Football Pools of 16 February 1969
with **SANDEMAN PORTO** advertisement

WINE PROMOTION

through SECULAR EVENTS XXII



Gancia is a historical, top quality Italian sparkling wine that relies on continuous promotion to compete with other prestigious sparkling wines from all over the wine producing world.

Monthly
Review
of Italian
Automobile
Club

1 June 1917
with
front cover
GANCIA ad.

ANNO XXIII - N. 6 1 GIUGNO 1917

RIVISTA MENSILE DEL
**TOVRING CLUB
ITALIANO**

190.000 COPIE GRATIS AI SOCI

F.^{lli} GANCIA & C.^{ia}
○ CANELLI ○

"GANCIA,"
Gran Spumante

WINE PROMOTION

through SECULAR EVENTS XXIII

W & A Gilbert 1904 postcard advertisement

Château Loudenne, one of the oldest Crus Bourgeois properties in Bordeaux, was built in the 17th c. In 1875, it was sold to the British Gilbey brothers who were influential wine and spirit merchants in London. The wines of Loudenne prospered in the British trade and even survived two world wars.

1904 Advertising Postcard with Half Penny with W.A Gilbert perfin postage stamp

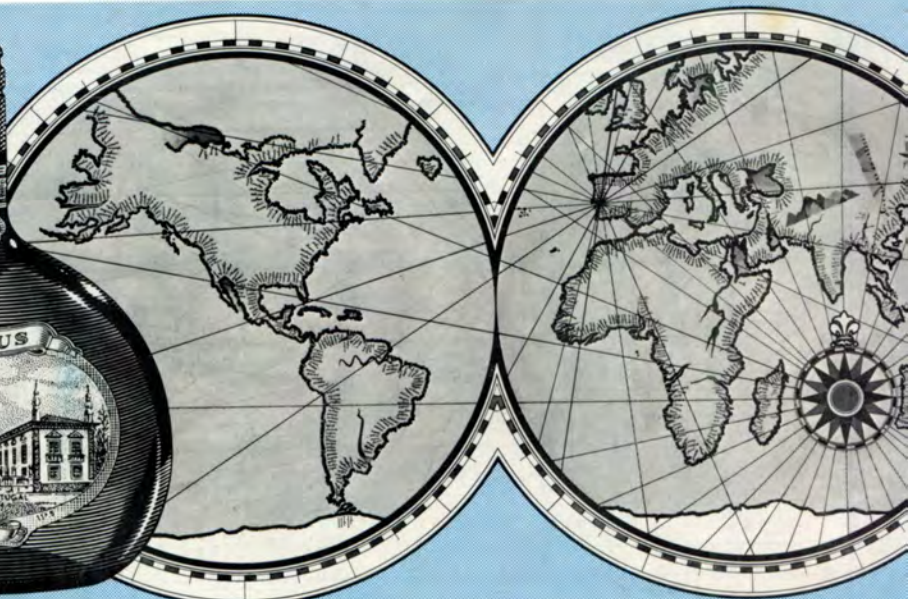


W & A G (-ilbert)
perfin



TAP Airticket with Mateus Rosé advertisement on the back, 17 April (19)80

REMEMBER LEMBRE-SE
MATEUS
ROSÉ
THE FAMOUS PINK WINE FROM PORTUGAL
O FAMOSO VINHO ROSÉ DE



WINE PROMOTION

through SECULAR EVENTS XXIII

Wine Promotion in F1

Tio Pepe is a brand of Sherry, created in 1841, best known for its Fino style of dry sherry that through sponsorship of well-known international events, systematically promotes its brand.



The 1988 Spanish
Formula 1 motor race
Grand Prix
was organized
in Jerez de la Frontera
and sponsored by
TIO PEPE Sherry brand.

