



## PIZZERIA CHALLENGE 2024

Stand a chance at the **ULTIMATE PRIZE** of being named the **PORCUPINE RIDGE PIZZERIA CHALLENGE WINNER** and being recognised as **SOUTH AFRICA'S FAVOURITE PIZZERIA**, as voted by consumers!

### TIMELINE

**SEPTEMBER 1<sup>ST</sup> TO OCTOBER 31<sup>ST</sup> (TWO MONTHS)**

There is **NO SIGN-UP DEADLINE**. Restaurants can enter at any stage of the campaign.

### RESTAURANT PARTICIPATION: REQUIREMENTS & BENEFITS:

#### (1) PIZZERIA/RESTAURANT

Any establishment where pizzas are offered and where there is possession of a liquor license.

#### (2) LISTING & BUY-IN REQUIREMENTS

A. Restaurants are required to list (either on their wine list/ blackboard/ or the supplied table-talker)

1 x Porcupine Ridge white/rosé wine & 1 x Porcupine Ridge red wine as BTG offerings.

B. The initial minimum buy-in requirement to suffice the BTG listings is 6 cases (6 x 750ml) total. *(This is not 6 cases per wine.)*

#### (3) BENEFITS

A. Stand a chance at the ultimate prize of being named the Porcupine Ridge Pizzeria Challenge winner and being recognised as **South Africa's Favourite Pizzeria** as voted for by consumers!

B. Upon sign-up, the restaurant will immediately be added to the list of participants on the **www.VOTEPIZZA.wine** website and be ready to receive votes.

C. Each participating restaurant will receive promotional material including

**Bill Inserts, Takeaway Pizza Box Stickers & Table-Talkers** to create consumer awareness and to entice voting.

D. **Extensive National and Local Media Coverage** from our media partner.

**JAG COMMUNICATIONS** is a PR agency with a proven track-record and excellent reputation, with an industry career spanning more than 30 years.

#### (4) RESTAURANT PRIZES

**(1) THE TOP THREE RESTAURANTS, BASED ON THEIR VOTES RECEIVED THROUGHOUT THE CAMPAIGN PERIOD, WILL BE RAISED TO THE PODIUM. NUMBER ONE WILL BE CROWNED AS THE CHALLENGE WINNER. THEY WILL RECEIVE:**

**A. Wine Supply Prizes:** Each restaurant will receive the number of cases purchased during the campaign (2 months), calculated out to a – 6-month volume (1<sup>st</sup> Place), 4-month volume (2<sup>nd</sup> Place), 3-month volume (3<sup>rd</sup> Place)

**B. Porcupine Ridge branded POS:** To the value of – R15,000 (1<sup>st</sup> Place), R7,000 (2<sup>nd</sup> Place), R4,000 (3<sup>rd</sup> Place)

**C. Waiter Incentive:** Each restaurant will receive R1,800 in vouchers (R900 + R600 + R300) & three cases of wine to award to their top, Porcupine Ridge-selling waiters.

D. Podium-position trophies.

E. Media & Social Media coverage.

**(2) THE TOP 10 (4-10) PIZZERIA'S WILL RECEIVE ACKNOWLEDGMENT (BRAGGING RIGHTS!) THROUGH:**

A. Top 10 acknowledgment signage (plaque).

B. Receive back their initial 6 case buy-in.

C. Waiter Incentive: Each restaurant will receive R1,800 in vouchers (R900 + R600 + R300) & three cases of wine to award to their top, Porcupine Ridge-selling waiters.

D. Media and Social Media coverage.

**Restaurants interested in participating should contact their local VINIMARK REPRESENTATIVE or e-mail: [clarissa@boekenhoutskloof.co.za](mailto:clarissa@boekenhoutskloof.co.za)**



## **PIZZERIA CHALLENGE 2024**

### **CONSUMER PARTICIPATION: VOTING & PRIZES**

#### **(1) CONSUMER VOTING PROCESS**

- A. This is the 3-month period of the challenge campaign (September 1<sup>st</sup> to October 30<sup>th</sup>).
- B. Promotional material (engagement tools) including Bill Inserts, Takeaway Pizza Box Stickers & Table-Talkers will contain QR-code and website details.
- C. The website contains an elementary fill-in page (name, e-mail address, mobile number) and a drop-down list that includes all participating restaurants. The consumer completes the page and casts their vote.
- D. Consumers are incentivized to vote through weekly prizes and a grand prize.
- E. Restaurants are encouraged to motivate consumers to vote in order to win.

#### **(1) CONSUMER PRIZES INCLUDED:**

##### **A. Grand Voter Prize (1 Winner)**

- Pizza for a year to the value of R 2,000 from nominated pizzeria.
- 30 bottles of Porcupine Ridge Wines
  - EarthFire Pizza Oven

##### **B. Weekly Voter Prizes (9 Winners)**

- 6 bottles of Porcupine Ridge, Earthfire Pizza accessories.

#### **(2) CAMPAIGN ENGAGEMENT TOOLS**

**A. Participating restaurants will receive a campaign starter pack with the following marketing materials and be topped-up, when required (see examples on next page):**

- Takeaway Pizza Box Stickers (1,500 units)
  - Table-Talkers (50)
  - Bill Inserts (50)

**B. The following communication tools will engage consumers at a personal level:**

- Social Media Advertising
  - Voting website
- Traditional Media (Radio, Newspaper, Magazine etc)
  - Word-of-Mouth

**Restaurants interested in participating should contact their local VINIMARK REPRESENTATIVE or e-mail: [clarissa@boekenhouts kloof.co.za](mailto:clarissa@boekenhouts kloof.co.za)**

**VISIT: [WWW.VOTEPIZZA.WINE](http://WWW.VOTEPIZZA.WINE)**

**#PRPIZZA #PORCUPINERIDGE**

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