



Berlin Wine School Groups Posting Guidelines & Template

Over the summer of 2026, we invite the Berlin Wine School community to share their wine-travel adventures.

Have you recently visited a wine region, explored a particular grape variety or wine style? Are you planning to travel to a wine country or attend a wine festival? Regardless of where you live or your destination, any contribution counts. Share your experiences with us through the [Wine & Travel Group](#).

These guidelines will help you to create your post.

Posting Guidelines:

- Focus on one topic (region or destination, wine category, event) per post.
- You can add as many posts as you wish.
- Keep posts concise, factual, and easy to read.
- Use short paragraphs or bullet points.
- Include images when possible and credit their source if not your own.
- Cite sources for data and statistics where applicable.
- Avoid promotional content* – all promotional posts will be deleted.
- To post, follow [this link](#) (You must join the group to post).

**Examples of promotional content: posts containing sales-driven language, direct calls to purchase, event promotions for financial benefit, or advertising, all of which are not allowed per the [community guidelines](#). Instead, posts should aim to educate and inspire without promoting products or services for personal gain.*

Suggested Post Structure

1. Short introduction – Explain briefly why you are sharing this region or destination.
2. Location – Indicate where the region is located (country, region, geography).
3. Share your experience – Write more about a particular variety, wine style, local tradition, or anything related to your topic.
4. Recommend additional resources and publications on the topic.

Post Template Example (You can use the outline below and adjust as needed for your post)

Title: Discovering/Exploring/A week in {include your destination, wine style, event...}

- Write a short intro. Why are you sharing this region or destination?

Where?

- Country, region, and geographic reference.

Key facts (optional):

- Climate:
- Main grape varieties:
- Notable appellations or styles:

Specific details related to the region or wine:

- Write more about your topic and what you liked or learned during your trip.

Learn more/additional resources (optional):

- Add additional learning resources or official publications where members can read more.

Conditions and Reward:

- Anyone regardless of their location or wine knowledge can participate.
- You can submit as many posts as you like – each post qualifies as one entry to the draw.
- Posts must be submitted **by 31 August 2026**.
- Three contributors will be randomly selected in early September 2026 to receive a voucher* for our courses and events.
- *In September, we will award an additional audience prize based on community voting, meaning that the post receiving the highest number of likes from group members will be selected as the winner and will receive a €50 voucher*.*
- Your contributions might be shared on our social media and in our newsletter.

**Vouchers are not redeemable for cash, cannot be resold or exchanged and will have validity of one year from the issue date.*

That's it!

If you have any questions about how to post and what to include or not, feel free to reach out to verafrajtova@gmail.com or info@berlinwineschool.com for assistance!

Thank you for contributing to the Berlin Wine School Groups!