

NATIONAL
NWCW
WINE CAREERS
WEEK

12 – 18 May 2025

BRANDING, RESOURCES & MESSAGING KIT

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Logo Guidelines

National Wine Careers Week

Main Logo



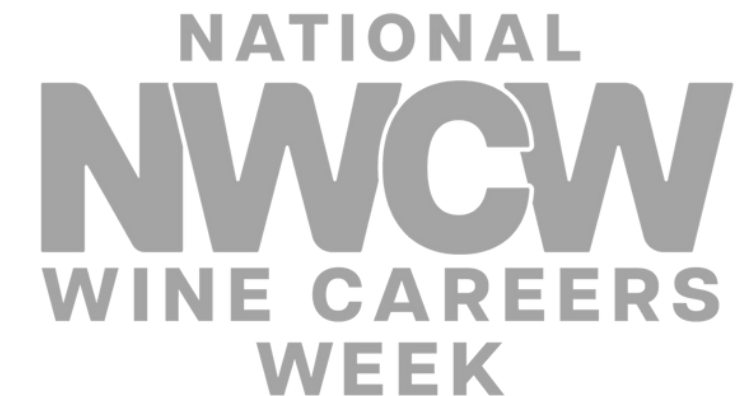
Monochrome



Black



Grey



This year we are keeping it simple to convey the core message of the campaign.
We have devised a few iterations to allow further use of the logo.

[Download the logos here](#)

Logo Colours

National Wine Careers Week

#30556d

#623795

#781829

#E0A721
#e0a721

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WEEK

Photos and Videos

National Wine Careers Week

We want to share as many images of the myriad of jobs that exist across the industry and trade, eg:

- Vineyard work (across the seasons)
- Winery (all stages of production)
- Laboratory
- Bottling/packaging
- Shop and customer selling
- Learning (classroom or outside)
- Logistics/warehouse/delivery
- Communicating: giving a tasting; Trade events; blogging in action
- Restaurant dining, sommelier, pouring
- Tastings; trade events



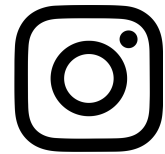
Moodboard

National Wine Careers Week



Social Media – handles and tags

National Wine Careers Week



@winecareersweek



@winecareersweek



National Wine Careers Week

Hashtags

#winecareersweek

#ukwinecareers

#careersinwine

Tags



@plumptonwine



@plumptoncollege



@nyetimber



@wsetglobal



@winegb



@drinks_united



@drinks-united

www.winecareersweek.co.uk



[Download the QR Code versions here](#)

Boiler Plate

National Wine Careers Week (NWCW) is a nationwide initiative aimed at raising awareness and fostering a deeper understanding of the diverse career opportunities within the UK wine industry and wider wine trade. The campaign will shine a light on the broad spectrum of roles across the sector, and the wide scope of talents and skills employed.

The campaign will also promote the educational training available to support career development and foster skills and growth within the sector to help individuals at any stage of their career journey. By demonstrating that the sector offers viable and exciting career paths, NWCW will encourage individuals of all backgrounds and skill sets to explore the many roles within this vibrant industry.

Messaging – facts and figures

National Wine Careers Week

The UK is a global hub for wine. It is home to a diverse and dynamic wine sector and is the second largest importer of wine in the world by value. The UK wine market was worth over £10 billion in 2022 in off-trade and on-trade sales*.

The UK wine & spirits sector supports some 412,000 jobs** across production, retail, commerce, logistics, marketing, tourism, hospitality and more.

The UK's developing domestic wine industry is booming – seeing exponential growth in vineyards (now over 1,000) and hectareage planted (up 123% in just ten years) and forecast to rise by a further 85% by 2032. Sales have seen up to 187% increase since 2018, and the sector employs 8400 people with the number growing every year at nearly 8%.

Sources:

*DEFRA press release Dec 2023 <https://www.gov.uk/government/news/english-sparkling-wine-makers-raise-a-glass-to-new-opportunities>

**WSTA Economics Analysis study of Wine & Spirit industry conducted by Cebr analysis of NIQ off-trade and CGA on-trade data | total wine & spirits | MAT 2022 data, HMRC Alcohol Bulletin, MESAS, HMRC Trade Info

***WineGB 2024

Contact

National Wine Careers Week

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Other resources:

[Toolkit: how to get involved](#)

[Toolkit: filming for social media](#)