

NORWICH WINE WEEK

Norwich Wine Week - Venue Staff Quick Guide – Please Read

Norwich Wine Week is running across the city, **19 – 28 June 2026** and your venue is taking part! Throughout the week, guests will download the dedicated Norwich Food and Drink app to view special offers and events across the city. When in your venue, using the app they will scan a QR code supplied to you to unlock your venue's special wine offers, and collect stamps for a **prize draw**.

How it works

Your venue has listed up to three offers set at one of the following fixed price points: £5, £10, £15, £20, £25, £30, £35. Your venue may also be hosting events throughout the week. Please ensure you know the specifics of the particular offer / events your venue has listed.

QR Codes

QR codes will be distributed to venues close to the time Wine Week commences.

You will need to keep your Norwich Wine Week QR codes positioned in places where members of the public can easily access/scan it. During Wine Week, the QR code is scanned by the guest using the Norwich Food & Drink Weeks app, and the code will allow them to collect a digital stamp to say they have checked in. If your venue doesn't have wi-fi or is in a 5G low spot, the customer can still scan the QR while being offline and it will register when they are back online.

What Should Be Out from 19 - 28 June 2026

Please make sure these stay on display:

- Norwich Wine Week QR code
- Window sticker
- Posters

Rules

We're encouraging every guest (of a big party) who would like to qualify for Norwich Wine Week to download the app.

It goes without saying that the usual licensing agreement of your venue is in place for Norwich Wine Week. Anyone underage or heavily intoxicated should not be served.

Prize draw

Guests cannot collect stamps from the same venue more than once throughout the week within the app – the aim is to encourage guests to gather up to 4 stamps throughout the week in various venues to be entered into the prize draw.

Tag us if you're posting during the week **@norwichwineweek**