
2020 SPECIAL EVENT WINE SUBMISSION GUIDELINES

Special event participation is an opportunity to enhance your winery's profile in the festival and the profile of your winery principal, and ideally to showcase wine(s) not poured at the International Festival Tastings. Participation in special events is optional, but encouraged, and willingness to participate in special events is given consideration by the Winery Selection Committee during the selection process.

The 2020 festival will highlight the following themes in its promotional information: France (featured country), Rosé (round the world), and "Cru" (focusing on wines from vineyards recognized for their superior quality). See event notes below for specific requirements. However, while some events are region or country specific (e.g. **France** theme events), nearly all events would benefit from the participation of at least one **Rosé** wine or more. Submission of **"Cru"** wines are highly encouraged.

EVENT PARTICIPATION

This is an international festival and every effort is made to provide opportunities for suppliers from all countries to participate in events. Only wineries selected to participate in the festival may be involved in special events. Event coordinators/moderators may, with the approval of the festival's Board of Directors, select a wine from a non-participating winery should it be determined that the aim of the event would be compromised otherwise. These wineries must be represented by participating agencies. While not all suppliers can participate in special events each year, opportunities exist for the majority. When selected to participate, the winery principal must attend the event to present their wines.

WINE REQUIREMENTS

The majority of special events require a minimum of one 9L case or equivalent. Recurring events such as the Bacchanalia Gala Dinner + Auction and Vintners Brunch have larger volume requirements. Pour sizes range from 1 to 4 ounces depending on the style and specifications of the event. One bottle per six is factored in for corkage/flaws/breakage/spillage and/or the Delta Air Lines Tasting Lounge.

WINE SUBMISSION PROCESS

During the online application process—May 1 to May 31, 2019—agents are able to submit wines to special events that have been prioritized for the 2020 festival. The categories include Consumer Events and Trade Days Conference Events. These event concepts will be finalized in early September in conjunction with winery selections. Wineries interested in participating in special events should submit wines that fit the event concept. **Principals are required to be in attendance at each event to represent and speak about their wines.** Ideally, wines proposed should not be poured in the International Festival Tastings and should not be repeated from previous festivals. The following multi-supplier events, listed by category in chronological order, have been prioritized for the 2020 festival.

CONSUMER EVENTS

BACCHANALIA GALA DINNER + AUCTION (Saturday, February 22, 6:00-11:00 pm)

The Bacchanalia Gala Dinner + Auction is the centrepiece event of our festival and the main source of fundraising for the designated charity, Bard on the Beach Shakespeare Festival. More than 400 of Vancouver's business and community leaders attend this black-tie event. A popular event with wine collectors and sommeliers, this five-course meal is paired with 10 wines for one of the most exceptional food and wine experiences in the city. Throughout the reception and meal, patrons have the opportunity to bid on rare, valuable and unique wines.

Wineries with selected Gala dinner wines will have the \$675 portion of their winery table fee returned. If an auction item, with a retail minimum of \$600, has also been contributed, the full \$975 will be returned. All wineries participating in the auction will receive additional marketing profile through our Gala marketing materials and recognition during the event. Auction items of significant value (greater than \$2,500) may be included in the Live Auction (space permitting) and will result in added profile for the donating winery.

Winery participation through a Gala dinner wine entails the donation of:

- 9 x 9L cases of sparkling wine for the reception OR
- 5 x 9L cases of dinner wine OR
- 5 x 9L cases of port or dessert wine, plus
- two sample bottles for the Executive Chef to be supplied to Gala Manager by Friday, October 11, 2019 (one bottle of the reception wine).

Suppliers donating wine to the Gala Dinner receive enhanced marketing opportunities in addition to the standard participation benefits (see item 3 of the Winery Application Guidelines):

- two complimentary tickets to the Gala for principal and guest;
- principal publicly introduced at Gala;
- principal and guest invited to VIP reception with sponsors and corporate guests;
- PowerPoint display highlighting dinner wines at the Gala;
- link to the winery homepage on the Gala page of the festival website;
- one-page profile in the 450 printed Gala dinner menus;
- one-page black-and-white ad in 450 printed auction catalogues;
- Gala star icon on Tasting Room winery sign;
- product sales display for Gala dinner wines in the on-site BC Liquor Store; and
- wineries providing Gala dinner wines will be ensured a spot in the 2020 festival and in the next festival applied to (within two years), provided that their completed application meets the criteria set out in the Winery Application Guidelines for that year.

Your winery profile at the Bacchanalia Gala Dinner + Auction may also be enhanced by the contribution of a significant wine item for the Live Auction such as large-format bottles, old, rare or special vintages, vertical collections or winery experiences. Our many wine-knowledgeable patrons welcome the opportunity to bid on such unique items and thus they merit special publicity and an on-site display.

SO COOL (Theme Country Wine Mingler, Tuesday, February 25, 8:00-10:00 pm)

A theme country wine party for the cool crowd. Enjoy an evening of light bites, music and French wines best served chilled. This mingler will feature sparkling wines, light/bright whites, rosés, orange wines, and chilled, low-tannin reds. Examples of regions/style/grapes: Champagne, Crémant, Pét-Nat, Méthode Ancestral, Sparkling Brut Rosé, Muscadet, Loire, Alsace, Chablis, Provence, Tavel, Beaujolais, Sauvignon Blanc, Chardonnay, Pinot Blanc, Pinot Gris, Riesling, Gamay, Pinot Noir, just to name a few. French wineries only.

- 2 wines, 12 x 750 ml of each
- The participation fee for this event is \$300 + 5% GST

CALIFORNIA CRUSH (Wine Mingler, Wednesday, February 26, 8:30-11:00 pm)

California vines come alive during this fun evening that pays tribute to a variety of the Golden State's most delicious and exciting wines. This walk-around food and wine event is a cool, stylish evening of sipping, socializing and being entertained by both the wines in your glass and the people you are rubbing elbows with. A funky DJ and some electrifying entertainment make this a night to remember.

- 2 wines, 12 x 750 ml of each
- Sponsored by California Wines

GRAPES UNKNOWN (Wine Seminar, Thursday, February 27, 5:15-6:45 pm)

Putting the spotlight on grapes off the beaten path. This seminar will expand consumers' palates beyond the classic international varieties. Searching for Croatia's Pošip or Dobričić, Portugal's Encruzado or Baga, Spain's Godello or Mencía, France's Mauzac or Trousseau, Italy's Zibbibo or Nerello Mascalese, Romania's Fetească Albă or Regală, Australia's Fiano or Durif, Canada's L'Acadie Blanc or Lemberger, etc.

- 1 wine, 12 x 750 ml
- The participation fee for this event is \$200 + 5% GST

WINE 101 (Wine Seminar, Thursday, February 27, 5:15-6:45 pm)

Paul Wagner will lead this seminar to help wine lovers take their enjoyment of wine to the next level through an exploration of culture, art and history. Winery principals will speak to their inspiration and stories behind a selection of benchmark wines from diverse regions around the wine world.

- 1 wine, 12 x 750 ml
- The participation fee for this event is \$200 + 5% GST

FESTIVAL TOAST: FEATURING FRANCE (Wine Mingler, Thursday, February 27, 5:45-7:00 pm)

An exclusive, by-invitation-only VIP reception intended as a unique opportunity for the festival's sponsors and partners to connect with Canada's premier wine show and the theme country's wine personalities and their wines. Festival Toast guests include Vancouver's most distinguished business, community and political leaders, as well as avid wine collectors, including Gold Pass attendees. French wineries only.

- 2 wines, 6 x 750 ml of each
- No participation fee for this event

THE GLOBAL CRU (Wine Seminar, Friday, February 28, 5:15-6:45 pm)

While the term "Cru" is most often used for the French classification system, the "Cru" concept can apply to any vineyard or group of vineyards recognized for their superior quality. This seminar will take participants on a global journey to some of the wine world's greatest vineyards to discover what makes their terroir and wines so special.

- 1 wine, 12 x 750 ml
- The participation fee for this event is \$200 + 5% GST

DELTA AIR LINES SEMINAR (Wine Seminars, Friday, February 28 & Saturday, February 29, 6:30-7:00 pm, both nights)

An exclusive seminar for Delta Air Lines guests featuring premium French wines. This sommelier-led seminar will take guests on a tour of the featured wineries in the tasting room. French wineries only.

- 1 wine, 6 x 750 ml
- Fully sponsored by Delta Air Lines

THEME COUNTRY CELEBRATION LUNCH: FRANCE

(Grazing Lunch, Saturday, February 29, 12:00-2:00 pm)

All participating French wineries will gather for a grazing lunch that celebrates their wine and food culture, set against the stunning North Shore backdrop. Please submit two different styles of wine in keeping with the lunchtime period of the day. French wineries only.

- 2 wines (contrasting styles), 6 x 750 ml of each
- Participation is mandatory for all selected French wineries and the participation fee is included in the theme country fee

DINE ITALIA (Sit-down Lunch, Saturday, February 29, 11:30 am-2:00 pm)

Sit down and enjoy the best of Italy in a superb multi-course lunch paired with wines from top Italian producers. Attendees experience a taste of La Dolce Vita at La Terrazza restaurant. Italian wineries only.

- 1 wine, 12 x 750 ml
- The participation fee for this event is \$300 + 5% GST

GUSTO LATINOAMERICANO (Sit-down Lunch, Saturday, February 29, 11:00 am-1:30 pm)

A sumptuous sit-down lunch featuring food-friendly wines from Latin America. Wineries from Chile, Argentina, Uruguay, Brazil, and Mexico are invited to submit wines.

- 1 wine, 12 x 750 ml
- The participation fee for this event is \$300 + 5% GST

PICA KITCHEN PARTY (Wine & Food Pairing Grazing Lunch, Saturday, February 29, 11:30 am-1:30 pm)

“All great parties end in the kitchen,” says Pacific Institute of Culinary Arts (PICA) Executive Chef & Program Director Julian Bond. Take a wine and food journey through the kitchens of PICA, featuring international wines matched with a small bite prepared by some of Vancouver’s top chefs. Each kitchen will highlight a specific wine-and-food pairing, with the chef and winery principal sharing insights on what makes this pairing unique and ideal. Diverse wines are sought for this event, including sparkling wine and other food-friendly wines from a range of regions (e.g. Australia, New Zealand, South Africa, California, Oregon, Washington, Germany, Spain, and Portugal to name a few). One sample bottle is required in the fall to assist the chef with the food pairing. No French wineries.

- Reception wine: 1 sparkling wine, 24 x 750 ml
- Lunch wines: 1 wine, 24 x 750 ml
- The participation fee for this event is \$300 + 5% GST

ROSÉ-LICIOUS LUNCH (Sit-down Lunch, Saturday, February 29, 11:00 am-1:30 pm)

Celebrate spring early with an all pink lunch, featuring rosé wines of all styles. Whether they’re sparkling, light and dry, or full-bodied and fruity, rosés make for perfect pairings with a wide variety of dishes. No French wineries.

- 1 wine, 12 x 750 ml
- The participation fee for this event is \$300 + 5% GST

CRU DE FRANCE (Wine Seminar, Saturday, February 29, 5:15-6:45 pm)

This blockbuster theme country seminar will feature Grand Cru, Premier Cru and Cru Classé wines from Burgundy, Bordeaux, Alsace, Champagne and elsewhere. Examples include “Cru” wines from Côte de Nuits, Côte de Beaune, Chablis, top Beaujolais Cru, Medoc, Saint-Émilion, Sauternes, just to name a few.

- 1 wine, 12 x 750 ml
- The participation fee for this event is \$200 + 5% GST participation fee

THE SHAPE OF WINE (Wine Seminar, Saturday, February 29, 5:15-6:45 pm)

How does the glass amplify the wine? This seminar will feature wines showcased in Riedel Performance glassware, the new essential “must-have” wine glass collection for all wine lovers. The following wines will be featured: oaked Chardonnay, Riesling, New World Pinot Noir, and Cabernet Sauvignon.

- 1 wine, 6 x 750 ml
- Fully sponsored by Riedel

VINTNERS BRUNCH w/ Wine & Food Pairing Competition (Brunch, Sunday, March 1, 11:30 am-2:00 pm)

Vintners Brunch has established itself as one of the festival’s most popular and prestigious events. Top local chefs pair dishes with a selection of premium wines for this annual event that attracts 500 patrons. This is a great marketing opportunity for wineries to present premium, food-friendly brunch-time wines. Recognition includes a digital reproduction of the winery logo and wine description in the brunch booklet, as well as acknowledgement at the event and features in festival advertisements. Winning wine-and-food pairings receive additional promotional recognition for the winery and restaurant. Wineries should present exciting wines that inspire the chefs and that also reflect a premium ticket price. Wines will be enjoyed in high-quality Riedel Overture glasses. One sample bottle is required in the fall to assist the chef with the food pairing.

- Reception wine: 1 wine, 7 x 9L cases
- Lunch wines: 1 wine, 4 x 9L cases
- No participating fee for this event

TRADE DAYS CONFERENCE EVENTS

TRADE DAYS CONFERENCE

This three-day program—Wednesday, February 26 to Friday, February 28—involves over 7,500 trade attendees and participants from leading establishments in the wine, food and hospitality industry from across Canada. Representatives include owners/buyers, retailers, media, food and beverage directors, sommeliers, servers and wine industry executives. In addition to the two dedicated Trade Tastings with Trade Buyer Entry an hour prior, opportunities for winery participation include wine seminars (either single or multi-supplier), lunches and theme country events.

KEYNOTE SPEAKER LUNCH (Trade Lunch, Wednesday, February 26, 12:00-1:45 pm)

A business-focused lunch following the Wine Industry Symposium and in between masterclasses, featuring the festival's 2020 keynote speaker (TBA). The event is suited for retail and hospitality trade, wine industry representatives, and business people interested in important issues facing the wine world.

- 1 wine, 12 x 750 ml (seeking one sparkling, one white, one rosé, and one red; four wines in all)
- The participation fee for this event is \$300 + 5% GST (per wine)
- Lunch tickets for one principal and one agent are included in the participation fee

VIN TOUR DE FRANCE (Conference Plenary, Thursday, February 27, 9:30-11:30 am)

A vinous journey around France featuring “Cru”-level wines. Iconic producers will guide trade attendees through the country's storied regions, each with their own unique characteristics and history. Regions include Champagne, Loire, Alsace, Burgundy, Jura, Rhône, Bordeaux, Southwest, South of France, etc.

- 1 wine, 12 x 750 ml
- The participation fee for this event is \$200 + 5% GST

NATURAL WINE, WTF? (Trade Seminar, Friday, February 28, 9:30-11:15 am)

The 2020 “Truth in Terroir” forum will focus on the world of minimal-intervention natural wines. There will be a panel discussion about how what happens in the vineyard and winery explains what ends up in the glass. What are the key factors in producing natural wines, and what are the potential pitfalls in the finished product? Wineries must submit one natural wine. Winemakers prioritized to be on the panel.

- 1 wine, 6 x 750 ml
- The participation fee for this event is \$200 + 5% GST

REDS AND WHITES OF THE NORTHERN RHÔNE (Trade Seminar, Friday, February 28, 9:30-11:15 am)

Join WSET Americas and friends for a deep dive into the reds and whites of the Northern Rhône. The great reds and whites culled from the sloping vineyards along the River Rhône endure not only the howling, cold winds of the famed *mistral*, but also the relative anonymity that the notoriety of their great counterparts in Burgundy and Bordeaux confer. This masterclass will teach “theory through the glass” by tasting the Syrahs, Viogniers and Marsanne-Roussanne blends of the region's top appellations.

- 1 wine, 6 x 750 ml
- Fully sponsored by WSET

CELEBRATING EXCELLENCE: 17TH ANNUAL AWARDS LUNCH FEATURING FRANCE (Trade Lunch, Friday, February 28, 11:15 am-1:15 pm)

This year's annual awards lunch will feature exciting French wines intended to capture the attention of sommeliers and trade wine buyers. This is an opportunity to intrigue and inspire the on-premise trade with wines from France that would shine on a well-respected wine list. Attended by owners, wine directors, sommeliers and representatives from many of British Columbia and Alberta's top restaurants, this awards ceremony includes the presentation of the Wine Program Excellence Awards, Sommelier of the Year, and Spirited Industry Professional. French wineries only. “Cru” wines encouraged.

- 2 wines (preferably contrasting styles), 6 x 750 ml of each
- The participation fee for this event is \$300 + GST