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## 2020 WINERY APPLICATION GUIDELINES

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**The Vancouver International Wine Festival is recognized as one of the premier wine events in the world.**

Founded in 1979, VanWineFest has a mandate to inform, educate and entertain consumers and trade professionals in the world of wine; be a premier marketing opportunity for participating wineries, agents, partners and sponsors; and raise funds for its designated charity, Bard on the Beach Shakespeare Festival.

**The 2019 festival had approximately 25,000 admissions and participants, including 7,500 in trade events.** 160 wineries from 15 countries participated in 54 events—tastings, seminars, wine minglers, lunches, dinners and a brunch—at the Vancouver Convention Centre and other venues across the city during the festival’s eight days. The typical festivalgoer is a young (average age 38), affluent, educated, wine-and-food-savvy professional. Nearly 70% have a college or university degree and 60% have a household income greater than \$100,000. **The typical festivalgoer spends an average of \$3,000 annually on wine at home, plus an additional \$1,800 on wine while dining out.**

We anticipate 160-170 wineries will be selected to participate in the festival. Agents and their wineries are encouraged to support the following **2020 themes: France (featured country), Rosé (round the world), and “Cru” (focusing on wines from vineyards recognized for their superior quality)**. Canada’s premier wine show once again aims to attract some of the biggest wine industry names from around the world. **The 42nd Vancouver International Wine Festival runs February 22 to March 1, 2020, opening with the Bacchanalia Gala Dinner + Auction on Saturday, February 22.**

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### 1. SUBMITTING APPLICATIONS

Winery applications for the Vancouver International Wine Festival must be submitted by a registered and active BC wine agent on behalf of suppliers they represent in the BC market.

Winery applications are submitted by completing the online Winery Application Form in full for each winery. The final deadline for submissions is **May 31, 2019**.

**Only complete applications will be forwarded to the Winery Selection Committee for consideration.**

Once selected, agencies become actively involved in the festival process and must adhere to the festival’s administrative requirements and deadlines. A series of Agents Meetings are held annually to ensure that the best advantage is taken of this marketing opportunity. The critical path from application through wine ordering to onsite set-up and execution has a steep learning curve. This document forms the basis of VanWineFest policies and procedures, so please read it thoroughly before starting an application.

### 2. BASIS FOR SELECTION

The Winery Selection Committee evaluates only complete winery applications. The winery description paragraph, the product information and the reason for participation assist the Winery Selection Committee in their decision making. This information will also be used for product information forms, the festival website, the festival app, publications and winery signs for accepted applications.

### Wineries will be selected based on:

- a. Quality and mix of wines to be poured in the tasting room and special events, including premium, specialty, new to the market, and 2020 theme wines as per **France** (featured country), **Rosé** (round the world), and **“Cru”** (focusing on wines from vineyards recognized for their superior quality).
- b. Attendance of a winemaker, owner/family member or other senior winery representative.
- c. Bacchanalia Gala Dinner + Auction participation: dinner wine and/or auction item donation.
- d. Participation in special events and/or planned themes (identified in point “a” above); see Sponsored Event Proposal Guidelines and Special Event Wine Submission Guidelines for more details.
- e. Country and region of origin (based on consumer demand and current/future trends in the marketplace).
- f. Introduction of a new winery to the festival.
- g. The ability of their agent to meet administrative requirements and deadlines in past years.

The Winery Selection Committee selects wineries based on the submitted information. Once selected for the festival, any changes to accepted applications (wines, vintages, principals, etc.) **must** be submitted to the Winery Selection Committee for approval. Please email the change to [visnja@vanwinefest.ca](mailto:visnja@vanwinefest.ca). If the change is approved, the application will be updated in the online system for inclusion in the tasting room program and festival app.

### 3. PARTICIPATION BENEFITS

Benefits for participating wineries include:

- a) **Face-to-face marketing opportunity** in the tasting room with projected 5,500 trade and projected 12,500 consumers, media and wine collectors.
- b) **Winery table and sign** in the tasting room.
- c) **Exhibitor badges issued:**
  - i. International Festival Tastings (4 public sessions): **one principal and two exhibitor badges** per session, and;
  - ii. Trade Tastings (2 trade sessions): **one principal and three exhibitor badges**.
- d) **Inclusion in festival marketing** (NB: marketing initiatives constantly evolve in response to new opportunities and trends; our advertising budget is largely contra/in-kind and thus dependent on sponsorships, but opportunities are expected to be similar as in the past.):
  - i. **Publicity opportunities** (~121 million media impressions): includes a 12-page festival supplement in the *Vancouver Sun* (~134K print readership; ~1.5 million online audience); television, radio, print and online coverage. Publicity opportunities are commensurate with the principal’s stature, public speaking experience, fluency in English (and French), and special event participation.
  - ii. **Newspaper advertising:** participating wineries announced in full-page festival ad, September 2019 edition of *Salut*, a quarterly wine-and-food supplement in the *Vancouver Sun* (~ 134K readership).
  - iii. **Consumer promotional brochure** (~12,000 printed): five pages devoted to participating wineries; distributed by direct mail and throughout British Columbia via counter displays at BC Liquor Stores and private wine shops; also available for download online.
  - iv. **Trade Days Conference brochure** (~3,500 printed): five pages devoted to participating wineries; distributed by direct mail and throughout British Columbia via counter displays at BC Liquor Stores and private wine shops; also available for download online.
  - v. **Tasting Room Program** (~8,000 printed): winery and featured wines profiled in the Tasting Room Program, distributed to attendees prior to each of six tasting sessions; also available for download online.
  - vi. **Festival app** (~1,900 users): winery and featured wines profiled, including bottle shots, note-taking and rating ability; iOS and Android.
  - vii. **Website [vanwinefest.ca](http://vanwinefest.ca)** (~80,000 unique visits annually): participating wineries promoted on the home page; the winery page includes winery name and URL hotlink; additional promotional opportunities through special event participation.
  - viii. **E-Newsletters** (~10,000 subscribers): participating winery list extensively promoted via multiple e-newsletters.

- ix. **Social media:** extensive awareness opportunities through @VanWineFest on Twitter (~12,500 followers), Facebook (~5,300 likes) and Instagram (~2,700 followers).

#### 4. **WINE CONTRIBUTION (International Festival Tastings / Trade Tastings)**

Each participating winery is required, with a winery principal in attendance, to participate in the **Principals Welcome Lunch** on Thursday, February 27, 11:45 am – 1:15 pm, and all **six tasting room sessions**:

- Thursday, February 27, 1:30 to 5:00 pm (Trade – 1:30 to 2:30 pm Buyers Only)
- Thursday, February 27, 7:00 to 10:00 pm (Consumer)
- Friday, February 28, 1:30 to 5:00 pm (Trade – 1:30 to 2:30 pm Buyers Only)
- Friday, February 28, 7:00 to 10:00 pm (Consumer)
- Saturday, February 29, 2:30 to 5:00 pm (Consumer)
- Saturday, February 29, 7:00 to 10:00 pm (Consumer)

For the tasting room, wineries are asked to contribute/provide no less than 2 x 9L cases of:

- a. Two premium wines – retail suggested minimum (including all taxes) \$25.00; unique/specialty/exciting/new to the market/back vintages; and
- b. one or two other quality wines.

Designated Trade Wine (optional, but encouraged):

- c. One premium wine that is not in the BC market on a regular basis, such as a special vintage, small production or other esoteric wine that will excite trade buyers (6 x 750 ml minimum / 12 x 750 ml maximum).

The total number of cases ordered for the tasting room may not exceed 12 x 9L cases (144 x 750 ml) or be fewer than 8 x 9L cases (96 x 750 ml).

All products, with the exception of the designated trade wine, must be available at each of the six tasting room sessions. **Should a product run out, the Winery Selection Committee has the authority to close the winery table.**

All tasting room wines must remain in the tasting room until the close of the Saturday night session.

Please note: Due to provincial government regulations, all pourers – including principals residing in Canada – exhibitors, staff and volunteers, must have valid Serving It Right (SIR) certification or other provincial equivalent. Principals residing outside of Canada, who are representing international wineries, are exempt from this requirement, but must be accompanied by someone who has certification.

#### 5. **WINERY PRINCIPAL**

The festival requires that each winery designates a single senior winery principal to provide information and insight to festival patrons about their winery. This principal must be present at the winery table during all six tasting room sessions (Thursday, February 27 through Saturday, February 29) and the Principals Welcome Lunch (Thursday, February 27). This principal will be listed in the tasting room program and festival app. The principal – or an alternate senior winery principal – must also be present at all special events where their wine is being poured. A senior winery principal is one of the following:

- a. Winemaker
- b. Owner / Proprietor / Family Member
- c. CEO / Managing Director
- d. Senior Winery Executive
- e. International Export Director, or
- f. Other suitable representative employed by the winery, subject to approval by the Winery Selection Committee

Note: Agency and/or corporate employees are not acceptable substitutes.

Once a winery has been selected to participate, any changes to the designated winery principal **must** be submitted for approval to the Winery Selection Committee. Please email the change to [visnja@vanwinefest.ca](mailto:visnja@vanwinefest.ca). If the change is approved, the application will be updated in the online system for inclusion in the tasting room program and app. Prior to proposing a principal, please consider anticipated travel, harvest and production schedules.

An absent winery principal at any tasting room session or special event, except in emergency situations where festival management has approved the absence, will affect a winery's future participation in the festival. **In the absence of the principal, the Winery Selection Committee reserves the right to close the winery table.**

## 6. SPECIAL EVENTS

The festival week is comprised of various types of events (seminars, vintage tastings, minglers, lunches, dinners, grazing-style, and a brunch) targeting two distinct audiences:

### **TRADE** (Wednesday, February 26 – Friday, February 28, 2020)

A key part of our programming is dedicated to members of the food, beverage and hospitality industry. We provide opportunities through our events for professional education, to sample a vast array of wines, and to purchase products otherwise not available. This is your chance to connect with restaurateurs, BC Liquor Distribution Branch and retail personnel, industry professionals and wine and food media.

### **CONSUMER** (Monday, February 24 – Sunday, March 1, 2020)

Our dynamic consumer program is host to many exceptional tastings, seminars and wine and food experiences in addition to the International Festival Tastings. The average consumer of wine in British Columbia is very passionate and has an excellent knowledge base.

Participating in special events enhances a winery's profile in the festival and showcases wines that may not be available in the tasting room. The Winery Selection Committee considers a supplier's willingness to participate in special events during the selection process.

Additional product donation is required for pouring during special events. However, special event wines are not necessarily sold at the on-site BC Liquor Store in the tasting room. Please see the Special Event Wine Submissions and Sponsored Event Proposal Guidelines for details on particular events and event categories.

**Participating agents, wineries, wine organizations and sponsors may not stage competing public and/or private events during the week of the festival**, as this would undermine the integrity and success of the festival and all of its participants. Consequently, this will jeopardize their current and future participation in the festival.

## 7. HOSPITALITY SUITES

Agents and wineries participating in the festival must not conduct hospitality tastings on Thursday, February 27 and Friday, February 28, during the hours of 1:00 to 5:30 pm, to ensure there is absolutely no conflict with the Trade Tastings (which run from 1:30 to 5:00 pm). It is in the best interest of all participating agents and principals to have buyers and media in the tasting room during the afternoon trade sessions. Agents and wineries that operate hospitality suites/tastings during the trade sessions will have their winery tables closed in the tasting room and will jeopardize their future participation in the festival.

## 8. ON-SITE BC LIQUOR STORE

The British Columbia Liquor Distribution Branch operates a BC Liquor Store that is exclusive to the six tasting room sessions. Each product being poured in the tasting room, with the exception of the designated trade wines, **must** be available for sale in the store and for special order following the festival. BC Liquor Stores Category Managers will review the wine selections and ensure that a minimum of 48 bottles of non-stocked products, 36 bottles of LDB stocked/non-listed products and 12 bottles of BCLS listed products are available for sale at the retail store.

Agents must register all festival wines – **including trade and special event wines** – that have been selected for the festival via the BCLDB online vendor website. Agents are encouraged to order additional quantities of wines so that any demand generated by exposure at the festival and through the “Buy the Case” promotional campaign can be immediately satisfied by drawing from the agent’s warehouse.

#### **9. PURCHASE ORDERS**

All wine orders are processed through the BC Liquor Distribution Branch Wholesale Supply Chain.

- a. All wines selected for the festival in the first round of selection must be registered with the BCLDB no later than July 31, 2019.
- b. All wines selected for the festival in the second round of selection must be registered with the BCLDB no later than August 22, 2019.
- c. Purchase orders are issued based on the information provided in the online system. Accuracy is essential for quick processing, so please ensure that the information included in your application is complete, correct and print ready.

**All requested purchase orders must be fulfilled.**

#### **10. DIPLOMATIC PRIVILEGE**

All international sample products must be imported into Canada via diplomatic privilege. Under this program, the festival coordinates with Consulates/Embassies/High Commissions of participating countries to authorize the importation of their country’s products exempt from duties and taxes. As a result, all unconsumed wines must be returned to the respective consular post. We understand that this process may be unique and appreciate your understanding.

#### **11. OUTSTANDING INVOICES**

Agents with any outstanding invoices as of May 31, 2019, will not be considered for the 2020 festival. If outstanding invoices become known after that date, the agent or winery will have 21 days to pay the invoice or the applicable winery will be withdrawn.

#### **12. NOTIFICATION:**

Agents will be notified if their supplier’s application to the 2020 festival has been successful by the end of June 2019.

#### **13. WAIT LIST**

There may be a few opportunities available in the second round of selection. All wineries not selected in the first round will be considered. If you would like to submit an appeal to the Winery Selection Committee, you may do so in the form of a brief email via [visnja@vanwinefest.ca](mailto:visnja@vanwinefest.ca). An appeal for a waitlisted winery should **propose and highlight changes and/or additions** to the original application. The deadline for appeals is July 31, 2019.

The second round of selections will be completed by mid-August and successful applicants will be notified directly.

#### **14. NON-REFUNDABLE WINERY TABLE FEE**

- a. \$675 + 5% GST with a Gala auction donation that has a minimum retail value of \$600; or
- b. \$975 + 5% GST without an auction donation; or
- c. \$0 with Gala dinner wine and an auction donation (see item 15 on the next page for dinner wine quantities and benefits).

Winery table fee payments are due in full within 21 days of notice of acceptance to the festival. Please make cheque payable to:

Vancouver International Wine Festival  
202 – 162 West 1<sup>st</sup> Avenue  
Vancouver, BC V5Y 0H6

## 15. BACCHANALIA GALA DINNER + AUCTION CONTRIBUTION

The Bacchanalia Gala Dinner + Auction is the festival's major fundraiser for its designated charity, Bard on the Beach Shakespeare Festival, and we encourage your participation and appreciate your support. 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. 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 \$675 of their winery table fees 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.

If choosing to contribute to the auction, the auction item details and description must be submitted with the online application form. After acceptance to the festival, any changes to the auction item must be emailed to [gala@vanwinefest.ca](mailto:gala@vanwinefest.ca) prior to the applicable BCLDB product shipment date. If changes result in decreasing the value below the minimum ex-cellars value, the winery will be invoiced the difference.

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 additional benefits above and beyond those listed in the participation benefits (item 3):

- 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 applications meet the criteria set out in the Winery Application Guidelines for that year.

## 16. BARD ON THE BEACH SHAKESPEARE FESTIVAL

Bard on the Beach Shakespeare Festival was established in 1990 with a mandate to provide Vancouver audiences with affordable, accessible Shakespearean productions of the finest quality. Bard on the Beach engages thirty actors each season as well as a team of exceptional directors, designers, and technicians; it is also supported by more than 200 volunteers. In addition to its mainstage and studio productions, Bard offers many ancillary activities including opera concerts, specialty workshops, lectures and forums. The tented Bard Village provides patrons with a range of activities and services including informal In A Nutshell talks that provide insight into the plays, concessions and bar services, and a boutique. Through its constantly expanding community outreach, Bard hosts the immensely popular Young Shakespearians Workshops for youth and teens at the site during the summer and Bard in the Classroom workshops for students and teachers during the school term.