
2023 SPECIAL EVENT WINE SUBMISSION GUIDELINES

Special event participation is an opportunity to enhance your winery's profile in the festival and ideally to showcase wine(s) not poured in the Tasting Room. 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 2023 festival will highlight the following themes: South America (featured region), and Sparkling Wine from around the world (global spotlight). See event notes below for specific requirements. However, while some events are region or country specific (e.g. **South American** theme events), nearly all events would benefit from the inclusion of one or more **Sparkling** wines.

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.

TRADE DAYS CONFERENCE

This two-day program—Thursday, April 27 and Friday, April 28—involves over 3,000 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 events.

WINE REQUIREMENTS

The majority of special events require a minimum of 1 x 9L case or equivalent. Recurring events such as the Bacchanalia Gala Dinner + Auction 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 and/or spillage.

WINE SUBMISSION PROCESS

During the online application process—August 26 to September 23, 2022—agents are able to submit wines to special events that have been prioritized for the 2023 festival. Special events include both Consumer and Trade Days Conference events, and are grouped into two sections for the 2023 festival: Theme Events (South America and Sparkling Wine); and All Other Events. These event concepts will be finalized in October 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.** The following multi-supplier events, listed in chronological order within two sections, have been prioritized for the 2023 festival.

THEME EVENTS – SOUTH AMERICA AND SPARKLING WINE

In 2023, the festival will feature both a theme region, South America, and a global spotlight, Sparkling Wine. The following events focus on South American wineries, Sparkling Wine, or both.

FIESTA DEL VINO (Wine Mingler, Tuesday, April 25, 7:00-9:00 pm)

This wine party to kick off festival week will feature both festival themes: **wines from South America and sparkling wines from around the world**. Enjoy festive wines accompanied by Latin American themed music and light bites. South American wineries or sparkling wine (any country) submissions only.



- 1 wine, 12 x 750 ml
- The participation fee for this event is \$150 + 5% GST

SOUTH AMERICA THEME PLENARY (Trade Seminar, Thursday, April 27, 9:30-11:30 am)

Concept to be determined once the participating wineries have been confirmed. Theme region keynote speaker Evan Goldstein MS will be the moderator. South American wineries only.



- 1 wine, 12 x 750 ml
- No participation fee for this event

FESTIVAL TOAST / DELTA AIR LINES SEMINARS

(Wine Mingler, Thursday, April 27, Friday, April 28 & Saturday, April 29, 5:45-7:00 pm)

Festival Toast is an exclusive, by-invitation-only VIP reception, showcasing both festival themes – South America and sparkling wine. This wine mingler is a unique opportunity for the festival's sponsors and partners to connect with Canada's premier wine show. Festival Toast guests include Vancouver's most distinguished business, community and political leaders, as well as avid wine collectors, including Super Pass attendees. The Delta Air Lines Seminars are invite-only seminars for select Delta Air Lines clients and VIP guests. South American wineries or sparkling wine (any country) submissions only.



- 1 wine, 12 x 750 ml
- No participation fee for these events

SOUTH AMERICA TRADE SEMINAR (Theme Region Seminar, Friday, April 28, 9:30-11:15 am)

A journey through South America's grape growing and winemaking regions, featuring principals and wines from throughout the continent. South American wineries only.



- 1 wine, 12 x 750 ml
- No participation fee for this event

CELEBRATING EXCELLENCE: 19TH ANNUAL AWARDS LUNCH FEATURING SOUTH AMERICA

(Trade Lunch, Friday, April 28, 11:15 am-1:15 pm)

This year's annual awards lunch will feature exciting wines from South America 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 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, Terry Threlfall Scholarship, and Spirited Industry Professional. South American wineries only.



- 1 wine, 12 x 750 ml
- The participation fee for this event is \$150 + 5% GST

THEME REGION CELEBRATION LUNCH: SOUTH AMERICA

(Theme Region Grazing Lunch, Saturday, April 29, 12:00-2:00 pm)

All participating South American wineries will gather for a grazing lunch that celebrates their wine and food culture, set against the stunning North Shore backdrop. South American wineries only.



- 1 wine, 12 x 750 ml
- Participation is mandatory for all selected South American wineries. The participation fee is included in the theme region fee.

SOUTH AMERICA BLOCKBUSTER SEMINAR (Theme Region Seminar, Saturday, April 29, 5:15-6:45 pm)

This seminar will introduce wine lovers to some of the legendary vine stars of South America and their top wines. Regional representation, expertise, and international profile will be taken into account. South American wineries only.



- 1 wine, 12 x 750 ml
- No participation fee for this event

The festival will also be accepting submission for two theme tasting stations in the International Festival Tasting Room. The stations will be open during the two Trade Tastings and four International Festival Tastings.

SOUTH AMERICA TASTING STATION (Tasting Room, Thursday, April 27-Saturday, April 29)

South American wines are in the spotlight at the 2023 festival and on display in this tasting station in the International Festival Tasting Room. A selection of different wines from throughout South America will take festivalgoers on a wine journey through the continent.



- 1 wine, 12 x 750 ml
- No participation fee for this tasting station

SPARKLING WINE TASTING STATION (Tasting Room, Thursday, April 27-Saturday, April 29)

A tasting station celebrating all things sparkling in the International Festival Tasting Room. Different expressions of sparkling wine are sought to provide festivalgoers with the opportunity to compare and contrast different styles.



- 1 wine, 12 x 750 ml
- No participation fee for this tasting station

All OTHER EVENTS

BACCHANALIA GALA DINNER + AUCTION (Saturday April 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 250 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 \$450 portion of their winery table fee returned. If an auction item, with a retail minimum of \$500, has also been contributed, the full \$750 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:

- 4 x 9L cases of sparkling wine for the reception OR
- 3 x 9L cases of dinner wine OR
- 3 x 9L cases of port or dessert wine, plus
- two sample bottles for the Executive Chef to be supplied to Visnja Vukelich by January 13, 2023 (one bottle of the reception wine).

Suppliers donating wine to the Gala Dinner receive enhanced marketing opportunities in addition to the standard participation benefits:

- two complimentary tickets to the Gala for a winery representative and a guest;
- principal publicly introduced at Gala (if present);
- winery representative and a 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 Gala dinner menu/auction catalogue;
- one-page black-and-white ad in dinner menu/auction catalogue;
- 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 2024 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.

CALIFORNIA WINE & TACO FEST (Wine Mingler, Wednesday, April 26, 7:30-10:00 pm)

Taco and California Wine lovers unite at the first Golden State Wine and Taco Festival, featuring wine stations, music, taco makers and more. Creative incarnations of the taco inspired by the Golden State will be paired with California wines, creating a vibrant atmosphere where tacos and wines meet and become a match made in heaven. Guests can vote for their favourite combo for the Best of Festival pairing, spicing up the evening with some healthy competition.

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

REGIONS UNKNOWN (Wine Seminar, Thursday, April 27, 5:15-6:45 pm)

Think you know the wine world? This seminar will put consumers' geography knowledge to the test through an exploration of lesser-known wine regions. Propose your best wines from off the beaten path, whether it's a new sub-GI in the Okanagan or elsewhere in BC, a new AVA or vineyard in California, a winery from Eastern Europe, or a truly cool climate wine from Australia. Sparkling wines encouraged!

- 1 wine, 12 x 750 ml
- No participation fee for this event

THE SHAPE OF WINE (Wine Seminar, Thursday, April 27, 5:15-6:45 pm)

How does the glass amplify the wine? This seminar will feature wines showcased in Riedel Veloce glassware, a modern glass with impressive balance and feel. The following wines will be featured: Sauvignon Blanc, Oaked Chardonnay, Pinot Noir, and Cabernet Sauvignon.

- 1 wine, 12 x 750 ml
- Sponsored by Riedel

WINEMAKERS FORUM (Trade Seminar, Friday, April 28, 9:30-11:15 am)

The 2023 forum will bring together winemakers from participating wineries, sharing their stories and insights about their submitted wine's grape growing and winemaking. The final concept will be determined once the participating wineries have been confirmed. Winemakers only on the panel.

- 1 wine, 12 x 750 ml
- No participation fee for this event

THE GLOBAL CRU (Wine Seminar, Friday, April 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. Sparkling wines encouraged!

- 1 wine, 12 x 750 ml
- No participation fee for this event

DINE ITALIA (Sit-down Lunch, Saturday, April 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. Italian wineries only.

- 1 wine, 12 x 750 ml
- The participation fee for this event is \$150 + 5%

PICA KITCHEN PARTY (Grazing Lunch, Saturday, April 29, 11:30 am-1:30 pm)

“All great parties end in the kitchen.” Take a wine and food journey through the kitchens of PICA, featuring international wines matched with a small bite prepared by top Vancouver chefs. Each kitchen highlights a wine and food pairing, with the chef and winery principal sharing insights on what makes this pairing perfect. One sample bottle is required to assist the chef with the food pairing.

- 1 wine, 12 x 750 ml
- The participation fee for this event is \$150 + 5% GST

SPRING FLING (Grazing Brunch, Sunday, April 30, 12:00-2:00 pm)

Celebrate spring with a walkabout brunch, featuring sparkling wines, rosés, light whites, and slightly chilled reds, the perfect pairings for an afternoon repast. The 2023 festival will close with a sparkle and a swirl, as festivalgoers enjoy brunch-friendly wines, a grazing buffet, live music, and a spectacular view.

- 1 wine, 12 x 750 ml
- The participation fee for this event is \$150 + 5% GST

The festival will also be accepting submission for continental tasting stations in the International Festival Tasting Room. The stations will be open during the two Trade Tastings and four International Festival Tastings.

EUROPE TASTING STATION (Tasting Room, Thursday, April 27-Saturday, April 29)

Festivalgoers will wander through the wine-producing regions of Europe at this tasting station, discovering the differences in styles and wines through representative wines from each country. European wineries only.

- 1 wine, 12 x 750 ml
- No participation fee for this tasting station

NORTH AMERICA TASTING STATION (Tasting Room, Thursday, April 27-Saturday, April 29)

From sea to shining sea, the wines of North America reflect the varied geography of the continent. This station will explore how wine regions from different provinces and states have their own unique characteristics. North American wineries only.

- 1 wine, 12 x 750 ml
- No participation fee for this tasting station

SOUTHERN HEMISPHERE TASTING STATION (Tasting Room, Thursday, April 27-Saturday, April 29)

This tasting station will take wine lovers on a journey south of the equator, showcasing wines from Australia, New Zealand, and South Africa. Regionally representative wines preferred.

- 1 wine, 12 x 750 ml
- No participation fee for this tasting station