
2023 WINERY DINNER GUIDELINES

Winery Dinner Overview

The Vancouver International Wine Festival is now accepting single-supplier/single-agency winery dinner proposals for the 2023 festival. These dinners offer wineries an opportunity to feature their best wines and provide restaurants with the opportunity to showcase their establishments to Vancouver's wine-and-food-savvy public and media. Winery dinners are selected on a combination of price point, restaurant, wines, and principal and agent participation. Dinners should promote the festival's mandate to produce "exciting events that inform, educate and entertain" wine consumers. The VIWF markets the dinners and provides ticket sales and servicing.

Deadline and Submission Details

- Submissions are open to wineries submitting applications from **August 26 until September 23, 2022.**
- Dinners can be proposed for the evening of Monday, April 24, Tuesday, April 25, or Wednesday, April 26, from 6:30-10:00 pm.
- To submit a winery dinner proposal, login to the winery application system and select submit winery dinner proposal. Please direct any questions regarding the online application process to Visnja Vukelich, Administrative Director, at 604.637.3104 or visnja@vanwinefest.ca.
- You will be notified directly by the VIWF if your proposal is accepted or declined.

Winery Dinner Criteria

The VIWF Board of Directors approves winery dinner proposals.

- a) Winery dinners are organized and hosted by an event coordinator. The main festival contact becomes the event coordinator and organizes the event, according to festival guidelines and timelines.
- b) The wines poured must be topical and of high calibre and include wines not poured at the International Festival Tastings. A minimum of six wines is required. The quantity of each wine depends on the capacity of the dinner.
- c) Only wineries submitting applications for the International Festival Tastings may submit dinner proposals.
- d) A senior winery principal (such as owner, family member, or winemaker) from each featured winery must attend the winery dinner to present the wines.
- e) All wines for winery dinners will be charged to the agent by the BCLDB at the wholesale price, and any unconsumed wines must be retrieved post event by the agent/winery. Agents/wineries may use the excess products for promotional activities, but these activities do not include in-store tastings at BC Liquor Stores. In addition, agents/suppliers cannot sell the excess liquor. Excess liquor may be donated to future charitable events.
- f) Participating restaurants are required to de-license. Once this process is completed, the VIWF will apply for a Special Event Permit (SEP).
- g) The host restaurant assumes all event costs including, but not limited to, décor, glassware rental, entertainment, audio visual equipment, event program or menu, and VIWF complimentary tickets, including winery principal(s), media, and event coordinator.

- h) The event coordinator and/or the restaurant must produce a program/menu to be distributed to attendees. The program/menu must include the VIWF logo (placement must be approved by the festival). **Final menus are due Wednesday, February 22, 2023**, so they can be posted on the website before tickets go on sale.
- i) The event coordinator is responsible for attending the event and ensuring all details are taken care of, including creating a seating plan. A guest list will be provided to the event coordinator by the VIWF after the event sells out or shortly after the cut-off date for sales, **Thursday, April 13, 2023**.
- j) **Participating agents and wineries may not stage competing public and/or private events during the week of the festival.** Agents and wineries who conduct competing events undermine the integrity and success of the festival and all of its participants. Consequently, this will jeopardize their future participation in the festival.
- k) Please note that it is the festival's preference to not have a participating restaurant host more than one winery dinner per year. If there is more than one winery dinner proposal for the same restaurant, the Winery Selection Committee, in consultation with the restaurant, will rank the proposals based on the above criteria to assist the VIWF Board of Directors in deciding which proposal to accept. Before submitting your dinner proposal, please confirm with the restaurant that they are not considering any other proposals.

Capacity

- Winery dinners should have a capacity of at least 40 people and no more than 100 people, including all required comps, as per *the Mandatory Complimentary Tickets section* (see below). The VIWF recommends that winery dinners be held in the entire restaurant or in a separate room, rather than a portion or section of the restaurant.
- Once a proposal has been accepted by the festival, the number of tickets available for sale may not be reduced without the VIWF's approval. For example, if a 70-capacity event is selected, the restaurant may not arbitrarily retain 35 of those seats for its own use.

Pricing Policy and VIWF Participation Fee

There are four ticket prices to select from. We ask that you propose the price that is suitable to the restaurant, based on the restaurant's regular menu.

The final **Ticket Price** includes:

- Negotiated meal cost (see **Restaurant Portion**), which must include gratuity and GST.
- **Festival Fee**, which includes marketing, wine delivery, administration, ticket service charges, and GST.
- Wine, which is charged to the agent by the BCLDB at the wholesale price.

Ticket Price	Festival Fee	Restaurant Portion
\$120	\$25	\$95
\$145	\$40	\$105
\$175	\$50	\$125
\$225	\$65	\$160

Note: Payment to restaurants (i.e., **Restaurant Portion**) includes gratuity and GST.

Mandatory Complimentary Tickets

Each winery dinner must allocate complimentary tickets for:

- Winery principal (one per participating winery)
- Media (two) – Note: will be assigned by VIWF publicist; see *Media Protocol* below
- Event Coordinator (one)

The VIWF will confirm the number of complimentary meals/tickets that must be provided by the restaurant prior to tickets going on sale. If a dinner involves multiple wineries, the number of comps will increase accordingly, thereby reducing the number of tickets available to the public.

Restaurant Payment

- The revenue remitted to the restaurant is the amount negotiated between the VIWF and/or agent and the restaurant multiplied by the number of tickets **sold** (not by the number of people attending). The amount negotiated by the VIWF and/or agent and the restaurant must include the following:
 - Meal cost for tickets sold (excludes the value of the wine served), plus GST and gratuity and any additional cost for glassware, entertainment, décor and audio-visual equipment.
 - Meal cost and gratuity for complimentary tickets for media, winery principal(s) and event coordinator (see *Mandatory Complimentary Tickets* for details).
- Winery dinner sales will take place from Wednesday, March 1 through Thursday, April 13, 2023. No public sales will take place after Thursday, April 13, 2023 in order for the festival to arrange for payment and produce a final list of attendees to the restaurant. To receive final payment, the restaurant must invoice VIWF with the name and address of where to send the cheque clearly stated.

Media Protocol

The VIWF publicist will allocate media to winery dinners to fill the two complimentary media seats using this procedure:

- Key media are invited to submit a wish list of their preferred events to the VIWF publicist.
- If there are multiple requests for a dinner the festival publicist consults with the event coordinator on preferences.
- The priorities of the journalist, event coordinator, restaurant and festival are all considered when assigning media.
- Please note that the festival publicist assigns media to multiple concurrent events, hence it may not be possible to assign the journalist(s) you want to your event.

Additional Media

If the event coordinator or host restaurant wish to invite additional media to a dinner (beyond the two festival-assigned media), they must coordinate this with the festival publicist. If a winery dinner hosts any additional media, the cost of such meals is the responsibility of the agent through the purchase of an additional ticket.

For additional information regarding winery dinners, please contact Trish Metcalfe, Operations Director, at trishmet@shaw.ca or 604.727.1861.