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## 2025 SPECIAL EVENT WINE SUBMISSION GUIDELINES

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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 2025 festival will highlight the following foci: USA (theme country) and Chardonnay (global spotlight).** See event notes below for specific requirements.

### 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

This three-day program—Wednesday, February 26 to Friday, February 28 —involves over 5,800 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—May 1-31, 2024—agents are able to submit wines to special events that have been prioritized for the 2025 festival. Special events include both Consumer and Trade Days events, and are grouped into three sections for the 2025 festival: Theme Country Events (USA); All Other Events; Tasting Stations. These event concepts will be finalized in August 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 three sections, have been prioritized for the 2025 festival.

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## THEME COUNTRY EVENTS – USA

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In 2025, the festival will shine the spotlight on the USA as the theme country. The following events are strictly open to American wineries. Final event names and concepts to be determined once the participating wineries have been confirmed.

### **NAPA VALLEY CABERNET MASTERCLASS** (Trade Seminar, Wednesday, February 26, 10:00-11:45 am)

Cabernet Sauvignon reigns supreme in the Napa Valley. This masterclass invites you to learn about the esteemed legacy of the region's flagship varietal through an extensive retrospective spanning several award-winning vintages. Explore why Napa Valley Cabernets are some of the most sought-after wines globally and experience firsthand the superior craftsmanship and unparalleled excellence that define these world-class wines. Napa Valley wineries only. Coordinated by Napa Valley Vintners and California Wines.

- 1 wine, 12 x 750 ml
- The participation fee for this event is \$350 + 5% GST per SKU to California Wines

### **CRUISING CALIFORNIA MINGLER** (Wine Mingler, Wednesday, February 26, 7:30-9:30 pm)

The ultimate celebration of the Golden State's vibrant wine scene! This electric, walk-around event showcases the best of California's wines in a stylish, lively setting. Immerse yourself in a night filled with delicious wines and perfectly paired bites, complemented by live music. California wineries only. Coordinated by California Wines.

- 2 wines, 12 x 750 ml
- The participation fee is \$300 + 5% GST per SKU to California Wines

### **USA THEME PLENARY** (Trade Seminar, Thursday, February 27, 9:30-11:30 am)

Concept to be determined once the participating wineries have been confirmed. This trade seminar targets top retail wine buyers, restaurant wine directors, working sommeliers, wine educators, influencers, and media. American wineries only.

- 1 wine, 12 x 750 ml
- The participation fee for this event is \$100 + 5% GST

### **USA BLOCKBUSTER SEMINAR** (Consumer Seminar, Thursday, February 27, 5:15-6:45 pm)

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

- 1 wine, 12 x 750 ml
- The participation fee for this event is \$100 + 5% GST

### **FESTIVAL TOAST FEATURING U.S. WINES** (Wine Mingler, Thursday, February 27, 5:45-7:00 pm)

Festival Toast is an exclusive, by-invitation-only VIP reception, showcasing US wines. 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. American wineries only.

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

### **WEST SONOMA COAST MASTERCLASS** (Trade Seminar, Friday, February 28, 9:30-11:15 am)

Discover the unique wines from one of California's newest appellations, West Sonoma Coast. Described as "winemaking on the edge", this rugged terrain is poised on the edge of the Pacific, where ripening cooler climate varietals such as Chardonnay and Pinot Noir provide rich rewards in the glass. Experience firsthand the dedication and passion our vintners have for this rugged but rewarding appellation. West Sonoma Coast wineries only. Coordinated by West Sonoma Coast Vintners and California Wines.

- 1 wine, 12 x 750 ml
- The participation fee for this event is \$350 + 5% GST per SKU to California Wines

**CELEBRATING EXCELLENCE: 21<sup>ST</sup> ANNUAL AWARDS LUNCH FEATURING U.S. WINES** (Trade Lunch, Friday, February 28, 11:15 am-1:15 pm)

This year's annual awards lunch will feature exciting US wines intended to capture the attention of sommeliers and trade wine buyers, with a particular focus on food-friendly whites, reds, rosés, and sparkling wines. This is an opportunity to intrigue and inspire the on-premise trade with wines that would shine on a well-respected wine list, including a wines-by-the-glass program. Attended by owners, wine directors, sommeliers and representatives from many of BC 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. American wineries only.

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

**COOL CLIMATE CALIFORNIA SEMINAR** (Consumer Seminar, Friday, February 28, 5:15-6:45 pm)

An eye-opening tasting tour of cool-climate wines from California's coastal regions. Discover the unexpected gems of Santa Barbara, Monterey, Mendocino and the newest and remote appellation of West Sonoma Coast through a deep dive into the vibrant, exciting flavors of Pinot Noir and Chardonnay from these cool climate regions. California Pinot Noirs and Chardonnays only. Coordinated by California Wines.

- 1 wine, 12 x 750 ml
- The participation fee for this event is \$350 + 5% GST per SKU to California Wines

**USA THEME CELEBRATION LUNCH** (Grazing Lunch, Saturday, March 1, 12:00-2:00 pm)

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

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

**CALIFORNIA EXCELLENCE REGIONAL BOOTH** (Regional Tasting Station, Tasting Room, Thursday, February 27-Saturday, March 1)

Experience the vibrancy of the "New California" at the Golden State regional booth, where a wide array of high-quality wines from across the state will be showcased. Seeking unique and diverse varietals of wines not featured in the Tasting Room to highlight the following regions: Lodi, Napa, Sonoma, Central Coast.

- 1 wine, 12 x 750 ml
- The participation fee is \$300 + 5% GST per SKU to California Wines

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**All OTHER EVENTS**

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**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 330 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 \$400 of their winery table fee returned. If an auction item, with a retail minimum of \$500, has also been contributed, the full \$700 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
- 4 x 9L cases of dinner wine OR

- 4 x 9L cases of port or dessert wine, plus
- two sample bottles for the Executive Chef to be supplied to Visnja Vukelich by October 11, 2025 (one bottle of the reception wine).

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

- two complimentary tickets to the Gala for a winery representative and a guest (value \$1,190);
- principal publicly introduced at Gala (if present);
- winery representative and a guest invited to VIP reception with sponsors and corporate guests;
- short video about the dinner wines played during the Gala dinner;
- 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 colour 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 2025 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.

**CHARDONNAY MINGLER** (Global Focus Wine Mingler, Tuesday, February 25, 7:00-9:00 pm)

A walk-around tasting featuring Chardonnay wines from around the world, accompanied by Chardonnay-friendly small bites. Big, bold, and buttery or elegant and flinty; oaked or unoaked; 100 % varietal or blended; and of course, bubbles (Blanc de Blancs). All styles and expressions welcomed on the journey.

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

**THE SHAPE OF WINE** (Consumer Seminar, Thursday, February 27, 5:15-6:45 pm)

How does the glass amplify the wine? This seminar will feature wines showcased in Riedel Veloce glassware, the perfect glass for wine connoisseurs. The following wines will be featured: Riesling, oaked Chardonnay, Pinot Noir, and Cabernet Sauvignon.

- 1 wine, 12 x 750 ml
- Fully sponsored by Riedel

**DELTA AIR LINES TASTING LOUNGE** (Wine & Food Grazing, Friday, February 28, 6:00-9:00 pm, Saturday, March 1, 2:00-4:00 pm & 6:00-9:00 pm)

An exclusive lounge adjacent to the International Festival Tasting Room with its own convenient entrance to the Tasting Room. Guests will sample an assortment of festival bottles and enjoy a fantastic selection of hors d'oeuvres and light bites, while learning more about festival wines and getting tasting advice for the room. No principals or agency representatives are required for this event, as they are required to be at their winery tables. Guests will be directed to participating winery tables to explore more.

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

**THE GLOBAL CRU** (Consumer Seminar, Saturday, March 1, 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. The 5<sup>th</sup> edition of this highly popular 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 \$100 + 5% GST

### **8<sup>th</sup> ANNUAL PICA KITCHEN PARTY** (Grazing Lunch, Sunday, March 2, 12:00-2:00 pm)

“All great parties end in the kitchen.” Take a wine and food journey through the kitchens of the Pacific Institute of Culinary Arts (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 \$200 + 5% GST

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## **TASTING STATIONS**

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

### **CHARDONNAY TASTING STATION** (Tasting Room, Thursday, February 27-Saturday, March 1)

Chardonnay is in the spotlight at the 2025 festival and on display in this tasting station in the International Festival Tasting Room. A selection of different Chards from California to Chablis, Australia to the Okanagan will allow festivalgoers to discover the diversity of Chardonnay, whether 100% varietal, blended, un-oaked, barrel fermented, lees contact, aged vintages, single vineyard, or even sparkling wine!

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

### **SPARKLING WINE TASTING STATION** (Thursday, February 27-Saturday, March 1)

A tasting station celebrating all things sparkling in the International Festival Tasting Room. Different expressions of sparkling wine, such as prosecco, champagne, cava, crémant, ancestral, pet-nat 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

### **SUSTAINABLE WINES TASTING STATION** (Thursday, February 27-Saturday, March 1)

The wine industry is intimately connected to the land and is positioned to be leaders in a sustainable world. The sustainable wines tasting station will explore wines that are telling the story of the future. Natural wines; biodynamic and organic wines, certified or stated; wineries that utilize regenerative farming practices; social enterprise wines; indigenous wineries. We're looking for wines that are making the world a better, more inclusive, and environmentally friendly place.

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