
2025 WINERY DINNER GUIDELINES

Winery Dinner Overview

The Vancouver International Wine Festival is now accepting single-supplier/single-agency winery dinner proposals for the 2025 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 on behalf of the restaurants.

Deadline and Submission Details

- Submissions are open to wineries submitting applications from **May 1 until May 31, 2024**.
- Dinners can be proposed for the evening of Monday, February 24, Tuesday, February 25, or Wednesday, February 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) The host restaurant is responsible for ordering **approved international winery dinner wines** through the BCLDB on their license at the wholesale price. Due to potential delivery delays on non-stocked products, the wines must be ordered **no later than Wednesday, January 22, 2025**. Agents are responsible for ensuring their wines are available for the restaurant and inventoried well in advance of the dinner.
- f) The host restaurant is responsible for ordering **approved domestic winery dinner wines** on their license, directly through the winery. Domestic wineries are responsible for ensuring their wines are delivered to the restaurant and inventoried well in advance of the dinner.
- g) The host restaurant is responsible for invoicing VIWF for the restaurant portion of the dinner.
- h) The host restaurant is also responsible for issuing VIWF a separate event fee invoice that will be outlined after the dinner is confirmed.
- i) VIWF will invoice the agent/winery for its portion of the event fee.

- j) The host restaurant or wine agency assumes all other 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.
- k) 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 Thursday, December 19, 2024**, so they can be posted on the website before tickets go on sale.
- l) 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 festival after the event sells out or shortly after the cut-off date for sales, **Thursday, February 13, 2025**.
- m) **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.
- n) 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 festival 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, administration, ticket service charges, and GST.

Ticket Price	Festival Fee	Restaurant Portion
\$139	\$39	\$100
\$175	\$50	\$125
\$210	\$60	\$150
\$245	\$70	\$175

Note: Payment to restaurants (i.e., **Restaurant Portion**) includes 20% gratuity and 5% 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/agency representative (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 for sale.

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 gratuity, GST, any other applicable taxes, 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).
- The restaurant will issue VIWF a separate event fee invoice, the details of which will be outlined after the dinner is confirmed.
- Winery dinner sales will take place from **Wednesday, January 8 through Thursday, February 13, 2025**. No public sales will take place after Thursday, February 13, 2025 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.
- 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(s).

Complimentary Trade Tasting Tickets

Each participating restaurant will receive two complimentary Trade Tasting tickets for Thursday, February 27, 1:30 to 5:00 pm, so that the Wine Director, Executive Chef or other senior restaurant representative involved in wine purchasing can attend.

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