



## 2020 Vancouver International Wine Festival: Theme Country France

We are pleased to confirm that France has been selected as the featured country for the 42nd Vancouver International Wine Festival (VIWF), which will take place from February 22-March 1, 2020. This year's festival will also highlight the following wine categories that are relevant to **France** and the rest of the world: **Rosé** (round the world) and "**Cru**" (focusing on wines from vineyards recognized for their superior quality).

The VIWF is by far the most important annual wine trade show in Canada and is also acknowledged as one of the most respected wine festivals in the world. Last year the festival hosted 25,000 attendees and participants, including 7,500 in trade events.

Our goal is to attract 50 to 60 wineries from throughout France. Space limitations within the dedicated France section in the tasting room and the response from agents representing French wineries will ultimately determine the total number of wineries accepted by the VIWF Winery Selection Committee. This is an excellent opportunity to feature both products already in the market as well as new-to-market and unique wines.

**Please note that the VIWF Winery Selection Committee will make the final winery selections for the festival.**

There is a general winery table fee that will be invoiced by the VIWF to the agents of all participating wineries agents upon selection. This is:

- \$675 + 5% GST with a Gala auction donation that has a minimum retail value of \$600; or
- \$975 + 5% GST without an auction donation; or
- \$0 with a Gala dinner wine and an auction donation of minimum \$600 retail.
- Note: Gala auction donations and dinner wine contributions support our designated charity, the Bard on the Beach Shakespeare Festival.

**In addition**, French wineries selected for the 2020 Wine Festival will be required to pay the **\$1,750 + 5% GST** basic theme country fee, which includes participation in the Saturday "Theme Country Celebration Lunch: France", a wine and food extravaganza featuring all the participating French wineries; overall costs associated with the France-themed section in the tasting room, including branding and décor; and promotional expenses and other France-specific marketing support. This fee will be invoiced to agents in July, upon selection, and there will be **no additional fees for winery tables in the theme country section of the tasting room and Saturday lunch participation**. French wineries will also have many opportunities to participate in multi-winery seminars (trade and consumer), dinners, a lunch, a brunch, minglers and wine-and-food grazing events; however, there will be additional fees for these events to cover those expenses. Please see below or refer to the 2020 Special Event Wine Submission Guidelines.

We look forward to developing exciting, innovative special events and theme ideas that will inform, educate and entertain consumers and trade professionals about the wines of France.

Winery Applications for the VIWF may be submitted by any registered and active BC wine agent on behalf of suppliers they represent in the BC market.

**Applications for the 2020 VIWF open online May 1 and close May 31, 2019.**

## **Cost Summary**

VIWF (winery table fees):

- \$675 + 5% GST with a Gala auction donation that has a minimum retail value of \$600; or
- \$975 + 5% GST without an auction donation; or
- \$0 with a Gala dinner wine and an auction donation of \$600 retail.

Theme Country Fee (additional):

- \$1,750 + 5% GST

## **Event Fees**

<b>Event Name</b>	<b>Description</b>	<b># of wines</b>	<b>Cost</b>
So Cool	Consumer wine mingler: Tue, Feb 25, 8:00-10:00 pm	2 wines, 12 x 750 ml of each	\$300 + 5% GST
Festival Toast: Featuring France	VIP reception: Thu, Feb 27, 5:45-7:00 pm	2 wines, 6 x 750 ml of each	No charge
Theme Country Celebration Lunch: France	Consumer lunch: Sat, Feb 29, 12:00-2:00 pm	2 wines, 6 x 750 ml of each	All wineries, no charge
Cru de France	Consumer seminar: Sat, Feb 29, 5:15-6:45 pm	1 wine, 12 x 750 ml	\$200 + 5% GST
Vin Tour de France	Trade conference plenary: Thu, Feb 27, 9:30-11:30 am	1 wine, 12 x 750 ml	\$200 + 5% GST
Annual Awards Lunch Featuring France	Trade lunch: Fri, Feb 28, 11:30 am-1:15 pm	2 wines, 6 x 750 ml of each	\$300 + 5% GST

There also be additional opportunities for French winery participation through sponsored events.

We sincerely hope you will consider this outstanding opportunity to promote your wines in the BC market.

If you have any questions please contact Harry Hertscheg, Executive Director, [harry@vanwinefest.ca](mailto:harry@vanwinefest.ca).