

2023 Vancouver International Wine Festival: Theme Region South America

We are pleased to confirm that South America has been selected as the featured region for the 44th Vancouver International Wine Festival (VIWF), which will take place from April 22-30, 2023. This year's festival will also highlight sparkling wines.

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. In 2020, before the pandemic, 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 South America. Space limitations within the dedicated South America section in the tasting room and the response from agents representing South American 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:

- \$450 + 5% GST with a Gala auction donation that has a minimum retail value of \$500; or
- \$750 + 5% GST without an auction donation; or
- \$0 with a Gala dinner wine and an auction donation of minimum \$500 retail.
- Note: Gala auction donations and dinner wine contributions support our designated charity, the Bard on the Beach Shakespeare Festival.

In addition, South American wineries selected for the 2023 Wine Festival will be required to pay the \$750 + 5% GST basic theme country fee, which includes participation in the Saturday "Theme Region Celebration Lunch: South America", a wine and food extravaganza featuring all the participating South American wineries; overall costs associated with the South American-themed section in the tasting room, including branding and décor; and promotional expenses and other South American-specific marketing support. This fee will be invoiced to agents in October, 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**. South American wineries will also have many opportunities to participate in multi-winery seminars (trade and consumer), dinners, lunches and brunches, and wine minglers; however, there will be additional fees for some of these events to cover those expenses. Please see below or refer to the 2023 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 South America.

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 2023 VIWF open online August 26 and close September 23, 2022.

Cost Summary

VIWF (winery table fees):

- \$450 + 5% GST with a Gala auction donation that has a minimum retail value of \$500; or
- \$750 + 5% GST without an auction donation; or
- \$0 with a Gala dinner wine and an auction donation of \$500 retail.

Theme Region Fee (additional):

- \$750 + 5% GST

Event Fees

Event Name	Description	# of wines	Cost
Fiesta del Vino	Consumer wine mingler: Tue, April 25, 7:00-9:00 pm	1 wine, 12 x 750 ml	\$150 + 5% GST
Festival Toast: Featuring South America	VIP reception: Thu, April 27, 5:45-7:00 pm	1 wine, 12 x 750 ml	No charge
Theme Region Celebration Lunch: South America	Consumer lunch: Sat, April 29, 12:00-2:00 pm	1 wine, 12 x 750 ml	All wineries, no charge
South America Blockbuster Seminar	Consumer seminar: Sat, April 29, 5:15-6:45 pm	1 wine, 12 x 750 ml	No charge
South America Theme Plenary	Trade conference plenary: Thu, April 27, 9:30-11:30 am	1 wine, 12 x 750 ml	No charge
South America Trade Seminar	Trade seminar: Friday, April 28, 9:30-11:15 am	1 wine, 12 x 750 ml	No charge
Annual Awards Lunch Featuring South America	Trade lunch: Fri, April 28, 11:30 am-1:15 pm	1 wine, 12 x 750 ml	\$150 + 5% GST

There also be additional opportunities for South American 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.