



2025 Vancouver International Wine Festival: Theme Country USA

Applications for the 2025 Festival open online May 1 and close May 31, 2024.

We are pleased to confirm that the United States of America has been selected as the theme country for the 46th annual Vancouver International Wine Festival (VIWF), which will take place from February 22 to March 2, 2025. The VIWF is Canada's premier wine show and is also acknowledged as one of the most respected wine events in the world. In 2024, the festival hosted 19,000 attendees and participants, including 5,800 in trade events.

Our goal is to attract 50 to 60+ wineries from throughout the United States. Space limitations within the dedicated USA section of the Tasting Room and the response from agents representing 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.

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

- \$700 + 5% GST; or
- \$400 + 5% GST with a Gala auction donation that has a minimum retail value of \$500; 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, Bard on the Beach Shakespeare Festival.

In addition: US wineries selected for the 2025 Wine Festival will be required to pay the \$800 + 5% GST theme country fee, which includes participation in the Saturday USA theme celebration lunch, a wine and food extravaganza featuring all the participating US wineries; overall costs associated with the US-themed section in the Tasting Room, including branding and décor; and promotional expenses and other US-specific marketing support. This fee will be invoiced to agents in August, upon selection, and there will be no additional fees for winery tables in the theme country section of the Tasting Room or Saturday lunch participation.

US wineries will also have many opportunities to participate in multi-winery seminars (trade and consumer), dinners, lunches and wine minglers; however, there will be additional fees for some of these events to cover those expenses. Please see next page for more details.

Diplomatic Privilege: VIWF will attempt to make possible diplomatic privilege for US wines selected for festival special events that involve US wines exclusively (therefore, all US wines in the Tasting Room would be excluded from diplomatic privilege). Approval for diplomatic privilege is dependent upon support from the US Consulate General as event co-host, as well as the support of the BCLDB and approval from Global Affairs Canada. All US special event wines would be subject to wholesale pricing unless this approval is granted. A final decision is not expected until the fall, after all special event wine selections have been finalized and submitted on Thursday, September 12th. If possible, we will provide a status update to applicable agents representing US wineries should more information become available prior to September.

Please note: winery applications for the VIWF must be submitted by a registered and active British Columbia wine agent on behalf of suppliers they represent in the BC market; the VIWF Winery Selection Committee will make the final winery selections for the festival.

Cost Summary

VIWF (winery table fees):

- \$700 + 5% GST without an auction donation; or
- \$400 + 5% GST with a Gala auction donation that has a minimum retail value of \$500; or
- \$0 with a Gala dinner wine and an auction donation of \$500 retail; see the Bacchanalia Gala Dinner + Auction Contribution section in the 2025 Winery Application Guidelines (page 5) for details and benefits.

Theme Country Fee (additional):

- \$800 + 5% GST

Event Fees

Event Name	Description	# of wines	Cost
USA Theme Plenary	Trade seminar: Thu, Feb 27, 9:30-11:30 am	1 wine, 12 x 750 ml	\$100 + 5% GST
USA Blockbuster Seminar	Consumer seminar: Thu, Feb 27, 5:15-6:45 pm	1 wine, 12 x 750 ml	\$100 + 5% GST
Festival Toast Featuring U.S. Wines	VIP reception/mingler: Thu, Feb 27, 5:45-7:00 pm	1 wine, 12 x 750 ml	No fee
Annual Awards Lunch Featuring U.S. Wines	Trade lunch: Fri, Feb 28, 11:15 am-1:15 pm	1 wine, 12 x 750 ml	\$200 + 5% GST
USA Theme Celebration Lunch	Consumer grazing lunch: Sat, Mar 1, 12:00-2:00 pm	1 wine, 12 x 750 ml	All US wineries; included in the theme country fee

There will also be additional opportunities for United States winery participation through various special events and winery dinners. See 2025 Special Event Wine Submission Guidelines (event fees noted), Sponsored Event Proposal Guidelines, and Winery Dinner Guidelines for more details.

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

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

If you have any questions please contact Harry Hertscheg, Executive Director, harry@vanwinefest.ca.