

Showcase your restaurant's culinary chops to a discriminating audience that appreciates food and wine pairing and enjoys dining out.



Invitation to Participate

Sunday, March 4, 2018

11:30 a.m.-2 p.m.

Vancouver Convention Centre West, Ballrooms C and D

Sponsored by



Benefiting



EVENT SNAPSHOT

The Vancouver International Wine Festival invites your restaurant to take part in the festival's signature food-and-wine pairing event. Vintners Brunch takes 500 festivalgoers on a tour of some of the city's top restaurants and the world's great wines, all in one room. Sponsored by the *Vancouver Sun*, this wildly popular event usually sells out the day that tickets go on sale. There are 16 food stations, and each restaurant pairs a "small plate" item with an assigned wine. Each station features the restaurant's chef along with a representative (winemaker, family member, agent) from the participating winery. Festivalgoers browse the stations, chat with the chef and winery principal and then sample each dish and its paired wine at their tables.

THE ASK

We ask each restaurant to **provide 500 small plate portions** of your restaurant's creation to pair with a wine (you'll choose one wine from a list submitted and approved by the festival's Winery Selection Committee). You are responsible for providing the ingredients and staff to create your dish, as well as most cooking equipment. You are required to staff your restaurant station throughout the 2-1/2 hour event. Vancouver Convention Centre provides plates, eating utensils, glassware, tables, sinks and electrical. Our guests are lined up when the doors open, so please arrive early for set-up!

BENEFITS

Your restaurant and 500 foodies

1. **Showcase your restaurant and chef skills** to 500 food savvy (and wine loving) people who often dine out. The typical festivalgoer spends an average of \$332 per month (\$3,984/year) dining out;

Onsite presence and branding

2. **Banners** – you have the right to display your restaurant branding and literature (specs to be advised) at your station, such as:
 - i. Pop-up banners
 - ii. Promotional literature
 - iii. Business cards
3. **VIWF-created sign** – each station will have a 22" x 28" VIWF-created sign with the restaurant name or logo, chef's name, the featured dish and the paired wine;
4. **Vintners Brunch program booklet** – each participant receives a full page of editorial in the Vintners Brunch booklet which includes the restaurant description, logo, a chef bio and photo. The opposite page describes the dish and the paired wine. There is space for attendees to record their pairing impressions;

Branding and promotional benefits for all participants

5. **Vancouver Sun ~ half page colour ad, post-festival (~384K readers)** – logo recognition;
6. **VanWineFest.ca (160,000 unique visitors annually)**, Vintners Brunch page – restaurant name and paired wine are listed;
7. **E-Newsletters (8,450 database, including 3,500 trade)** – recognition in a comprehensive post-festival blast;
8. **Text acknowledgement in festival brochures** (15K printed).

Pairing competition and prize

A quartet of expert judges samples all offerings and chooses the top three pairings. In 2017, the judges were HiredBelly.com wine writer **Tim Pawsey**; food, drink and travel writer **Joanne Sasvari**; sommelier **Josh Clark** of Victoria's Il Terrazzo; and **Julian Bond**, executive chef and vice president of Pacific Institute of Culinary Arts.

9. **Fame and glory for the top three restaurants and chefs** – the top three are announced at the brunch, in the *Vancouver Sun* and are covered by many other media and blogs. And the top three get feature placement post-fest in:
 - i. VIWF's half page ad in the *Sun*;
 - ii. The Vintners Brunch newsletter;
 - iii. Social media recognition in the festival's Twitter, Facebook and Instagram posts;

10. Winning chef receives

- a. **Prize valued at \$3000 USD** – in 2018 the winning chef will receive \$3000 USD in Delta Air Lines vouchers;
- b. **Celebrating Excellence Awards event & recognition**
 - i. **Two tickets and industry props** at the following year's Celebrating Excellence Annual Awards Lunch, a top trade event with presentations of Wine Program Excellence Awards, Sommelier of the Year and Spirited Industry Professional;
 - ii. **Recognition** of the restaurant, chef, dish and paired wine:
 1. **Introduction and slide show inclusion** during lunch;
 2. **Rack card** – photo and logo in the 4"x10" winners rack card handed to all attendees as they exit the lunch;

Complimentary Tickets

11. **Trade Tasting** – four complimentary tickets to your choice of Trade Tastings, either Thursday, February 16 or Friday, February 17 from 2:30-5 p.m. (Out-of-town and executive chefs get special considerations; ask for details). Trade Tastings are exclusively for those in the wine and fine dining industry and feature more than 900 wines.
12. **Bard on the Beach Shakespeare Festival** – each restaurant or supplier contact will receive an invitation to the opening night of Bard on the Beach's two mainstage productions in 2017.

New - Win \$3,000 USD Delta Air Lines vouchers
Restaurants and suppliers (chef and key contact) will be entered into a draw to win Delta vouchers.



Judges congratulate Gaspar Jovino Brites & Giorgia Zanone of D'oro Gelato e Caffè on the top pairing at 2017 Vintners Brunch

Contact

Trish Metcalfe, VIWF Operations Director
trishmet@shaw.ca | 604-727-1861

View Last Year's Video

<https://www.youtube.com/watch?v=gLW4oP1cgs0&t=3s>