

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 1, 2020

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 receive \$300 toward expenses.** (You'll choose one wine from a list provided by VIVF'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!

### WIN!

Win prizes of \$3,000, \$2,000 or \$1,000 USD in Delta Air Line vouchers. *See details next page.*

## 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, 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 (350,000 pages views)**, Vintners Brunch page – restaurant name and paired wine are listed;
7. **E-Newsletters (10,000 database, including 1,800 trade)** – recognition in a comprehensive post-festival blast;
8. **Text acknowledgement in festival brochures** (12K printed).

### WIN, WIN, WIN!

*\$3,000, \$2,000 and \$1,000 USD in Delta Air Lines vouchers good anywhere the airline flies*

For 2019, we offer three prizes in the food-and-wine-pairing competition:

9. **Judges’ Choice, \$3,000** – a team of four pro judges will taste all the pairings and decide which establishment has done the best job pairing their dish with their assigned wine. The winner receives \$3,000 USD in Delta vouchers. The winner also receives two tickets to the following year’s Celebrating Excellence Awards Lunch on Friday of festival week.
10. **People’s Choice, \$2,000** – the 500 attendees vote for their favourite pairing. That winner receives \$2,000 USD in Delta vouchers.
11. **Lucky Draw, \$1,000** – all food stations, except the Judges’ and People’s Choice winners, will be entered in a draw for a \$1,000 USD Delta voucher.

## CONTACT

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### Fame and glory for the top three Judges’ Choice restaurants and chefs

12. 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 e-newsletter;
  - iii. Social media recognition in the festival’s Twitter, Facebook and Instagram posts;

### Complimentary Tickets

13. **Trade Tasting** – four complimentary tickets to your choice of Trade Tastings, either Thursday, February 27 or Friday, February 28 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.
14. **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 2020.

### Honorarium

15. The festival will provide a **\$300 honorarium** to assist with expenses.



*1st place Judges’ Choice Award: (l-r) Joanne Sasvari, Tim Pawsey, Peter Marshall, representing Louis M Martini Winery, Chef David Mueller of Bauhaus Restaurant, Harold Munro, editor-in-chief, Vancouver Sun, Josh Clark, Julian Bond*