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## Top 10 reasons to exhibit your wines at 2020 Vancouver International Wine Festival

### 1. INCREASE YOUR SALES – ONSITE AND OFF – IN THE LARGEST WINE MARKET IN WESTERN CANADA

a) **BC Liquor Stores (BCLS)**, Western Canada's largest wine retailer serving 36 million retail customers with 197 stores province-wide, is a major festival partner. **Total BCLS onsite sales were a record \$574,652 in 2019, with 17,711 bottles sold over three days at an average price of \$32.45.**

- **Onsite wine shop sold \$574,652 during 2019 fest:** the BCLS onsite wine shop sells wines poured at winery tables during International Festival Tastings and at the Bacchanalia Gala Dinner + Auction (644 wines in 2019). The onsite wine shop enables festivalgoers to immediately buy the wines they discover and love. As a bonus, BCLS ships any wine bought onsite to the patron's nearest BC Liquor Store at no charge.
- The **Buy the Case** program run by BCLDB Wholesale Operations enables retail customers to order case lots of wines on-site for fast post-fest delivery.

b) **Over half of all wines sold (54.6%) in British Columbia are through private retailers and restaurants.** VIWF offers wineries opportunities to connect with buyers, owners, executive chefs, sommeliers and servers of this growing sector through our Trade Days events, particularly the two Trade Tastings (buyers enter one hour early). Key private retailers attending include Everything Wine, Legacy Liquor Store, Vessel Liquor Store, Liquor Express, Marquis Wine Cellars, and Liberty Wine Merchants. VIWF also organizes the annual Wine Program Excellence Awards with participation by wine directors from the top restaurants in Metro Vancouver, Vancouver Island, Whistler, the BC Interior and Alberta.

### 2. TAP INTO THE \$1 BILLION ESTABLISHED AND GROWING WINE MARKET IN BRITISH COLUMBIA

Wine sales in British Columbia topped **\$1.2 billion**, representing 34% of total beverage alcohol sales; the province is the third-largest wine market in Canada by volume, but second only to Quebec in wines sales per capita. British Columbians are also spending more per unit on their wine, up 6% in 2017 over 2016. Wine is on a major growth curve in BC: since 2012-13, StatsCanada figures show that wine sales by volume increased by nearly 20%, and 22% by sales value.

### 3. DO BUSINESS IN CANADA: THE WORLD'S FIFTH LARGEST WINE IMPORTER (SALES VALUE)

As of 2017, Canada was the **world's fifth largest wine importer** in dollar value, at US \$1.9 billion after the United States, United Kingdom, Germany and China.

### 4. SHOWCASE YOUR WINES AND TELL YOUR STORY AT THE TOP WINE EVENT IN CANADA

For the past six years running, BizBash of New York has named VanWineFest the **#1 Food, Wine & Hospitality Event in Canada**. The festival's Trade Days Conference accounts for 7,500 trade-only admissions at 10-14 events, including networking lunches, masterclasses, panels and tastings. Key trade attendees come from other major Canadian markets – Toronto, Montreal, Winnipeg, Calgary, Edmonton and Halifax – including representatives from the Liquor Control Board of Ontario (LCBO, the biggest wine retailer in the country), Société des alcools du Québec (SAQ), Manitoba Liquor & Lotteries Corporation (MLLC), Nova Scotia Liquor Corporation (NSLC), and top private retailers in Western Canada, such as Calgary's Willow Park Wines & Spirits, the largest private liquor retailer in Canada.

### 5. BE PART OF THE BEST WINE SHOW IN NORTH AMERICA and "The biggest wine festival in the Americas"

VIWF is widely regarded as the best wine show on the continent. In addition to the tasting room, the festival also **offers a range of smaller and/or exclusive events where wines can be presented on a more intimate scale** – trade and high-end consumer seminars, winery dinners, lunches, wine minglers and more. These 40+ special events provide additional **profile to attending winery principals**, both in festival promotion and media coverage. "It's one of the great, premier wine shows in North America," Harry McWatters, TIME Estate Winery (BC).

### 6. PARTICIPATE IN ONE OF THE LARGEST (25,300 ADMISSIONS), MOST ESTABLISHED (SINCE 1979; 42<sup>nd</sup> ANNIVERSARY IN 2020) WINE EVENTS IN THE WORLD

VIWF is Canada's premier wine show and one of the most respected globally. "It is the best run and one of the best organized wine festivals in the world. I hold this up as a paragon of what can happen around the world. It's a marvellous market and the people at the festival are very wine-savvy," Brian Lynn, Majella Wines (Australia).

## 7. CONNECT WITH KEY INFLUENCERS LOCALLY, REGIONALLY, NATIONALLY & INTERNATIONALLY

In 2019, 150 media were accredited from across North America. The festival also hosts wine buyers, sommeliers, journalists and influencers from Europe, Canada, USA, Latin America and Asia. "The scale of it is pretty impressive. You can still do just about everything. It's kind of irresistible," Dr. Jamie Goode, [wineanorak.com](http://wineanorak.com), *Sunday Express*.

## 8. INVEST IN A SOPHISTICATED WINE CULTURE

Vancouver wine culture is considered to be ahead of North American trends. BC wine drinkers are knowledgeable, have educated palates, and are quick to embrace innovations and explore new regions and wineries. "The wine festival is about a wine culture. When it started you could probably fit BC wine drinkers in an intersection in downtown Vancouver. Today they're spread all across the province, they know a lot about wine and a lot of that has come from 40 festivals," says wine writer **Anthony Gismondi** (*Vancouver Sun*, *GismondiOnWine.com*, and more).

## 9. SELL YOUR WINE TO THE FESTIVAL'S WINE ENTHUSIASTS—THEY'RE AFFLUENT AND SPEND BIG ON WINE

The festival's attendees are affluent (60 per cent have HHI of \$100,000+) and **spend an average of \$3,000 annually on wine**, which is **TEN times the BC annual (StatsCan 2017) average of \$300**. In addition, festivalgoers spend an additional **\$1,800** per year on wine enjoyed while dining out. Some of the province's top collectors attend the Bacchanalia Gala Dinner and Auction, which offers added opportunities to promote your best wines (see Gala Benefits document).

## 10. BENEFIT FROM UNPARALLELED EDITORIAL AND PROMOTIONAL SUPPORT

The festival offers:

- a) **\$420,000 promotional budget** – festival wineries and principals are a key feature of the festival's marketing initiatives, including the website, social media, e-newsletters, press releases, promotional and trade brochures, tasting program and advertising campaign. Wineries and vine stars (including photos) appear in multiple full- and half-page ads in the *Vancouver Sun* (a major festival partner) and other print media. Vine stars and wines/wineries also are extensively promoted (with photos and stories) through the website and social media.
- b) **116 million worldwide impressions in 2018 earned media (editorial) impressions** (2019 stats tbc) through print, radio, television and online media. All **top local wine media** attend, plus key North American wine media from other cities, and international media (including *Decanter magazine*). Some highlights:
  - i. **A 12-page festival preview in the *Vancouver Sun*** (broadsheet: 134,701 print; 1.55 million online readership) is an ode to the featured countries' wine and food culture, with stories and photos on top wines, principals, food (recipes with wine pairings abound), restaurants and travel.
  - ii. **Media opportunities for principals** include: eight hours of live onsite radio interviews on *BC Food & Wine Radio* (7 markets; 200,000 listeners) co-hosted by **Anthony Gismondi** and **Kasey Wilson**; interviews on *Tasting Room Radio* with **Terry David Mulligan** and **Daenna Van Mulligen**; interviews on the *Bottle Talk* podcast with **Paul Wagner** and **Rick Kushman**; interviews on *Global TV*, *Citytv*, *CTV*, *CBC-TV* and *CBC Radio*.
  - iii. In addition to the *Vancouver Sun's* extensive wine fest coverage, numerous other wine reviews are published, including Montreal's *Quench Magazine*, Toronto's *Globe and Mail*, *National Post* and *WineAlign* to local dailies *The Province* and *Victoria Times Colonist* plus community papers *Georgia Straight*, *Courier*, *North Shore News* and *The Pique* (Whistler). To say nothing of bloggers and social media!

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## WHAT DO WINERY PRINCIPALS SAY ABOUT THE VANCOUVER INTERNATIONAL WINE FESTIVAL?

- "The modernity of the city, the youthfulness of the people, the excitement for wine here – if you want to get your wines recognized, Vancouver is a good place to start." **Bill Hardy, Hardys Wines (Australia)**
- "You see throughout the festival how your wines are being enjoyed. You can discuss ideas, you can get ideas from people who actually consume your wines." **Diogo Reis, Companhia Agricola do Sanguinhal (Portugal)**
- "I'm here for the exposure to trade and consumers; I've attended every year since 1985. Vancouver is a wonderful city." **Ray Signorello, Signorello Estate (USA: California)**
- "Very nice people, lots of interest and demand. [After our first year], we had a 400 percent increase at BC Liquor Stores." **Marica Bonomo, Monte del Frà (Italy)**
- "This is an elite market with a premium international niche; it's a window to Asia. It has great restaurants and plugged-in consumers." **Frédéric Mainesse, Champagne Baron Philippe de Rothschild (France)**
- "The whole organization is very well done. It's dynamic. It's good for the trade and it's good for the consumer. It's very good for business. It's a really good experience for both sides." **José Alberto Zuccardi, Zuccardi (Argentina)**