

2020 VIWF QUICK FACTS

42ND VANCOUVER INTERNATIONAL WINE FESTIVAL
FEBRUARY 22-MARCH 1, 2020



2020 QUICK FACTS

- 42nd annual (founded 1979)
- 8 days, Feb 22-Mar 1 (Bacchanalia Gala, Feb 22)
- ~25,300 admissions (96% of tickets sold in 2019)
- 16 countries featuring France in 2020
- 163 wineries including 42 French wineries
- 57 events at 30 venues
 - » 44 public events; 13 trade-only events
- ~45 participating restaurants, hotels, caterers
- 1,450 wines, including:
 - » ~725 wines at International Festival Tastings
 - » ~150 additional wines at Trade Tastings
 - » ~575 wines at special events (dinners, seminars, etc)
- 42,000 bottles poured and/or purchased (2019 stats)
- 82,000 wine glasses used (2019 stats)
- Tasting Room size (at VCC): 53,000 square feet

BENEFICIARY

*Bard on the Beach
Shakespeare Festival*



Since 1979, VIWF has raised **\$9.5 million** for the performing arts. Our current beneficiary is **Bard on the Beach Shakespeare Festival**. VIWF has raised **\$1.5 million for Bard** since 2013, including \$240,000 in 2019, most of which was raised at the 2019 Bacchanalia Gala Dinner + Auction. The festival was created as a fundraiser for the Vancouver Playhouse Theatre Company, raising money for the Playhouse until it closed in 2012.

WHERE IS IT?

The festival is headquartered at the [Vancouver Convention Centre \(VCC\)](#) downtown. The Tasting Room (the heart of the festival), most seminars and Trade Days events take place at VCC. Other special events (dinners, lunches, wine minglers and the Bacchanalia Gala) take place at some 30 venues all around the city, including many of Vancouver's top restaurants and hotels.

TICKET INFORMATION AND KEY ON-SALE INFO

VanWineFest.ca
604-873-3311 or toll free 1-877-321-3121

Nov 6 – discounted advance tickets on sale
Jan 8 – all consumer events on sale
Jan 22 – all Trade Days events on sale

SNAPSHOT

Vancouver International Wine Festival has been described as “the largest wine festival in the Americas” with 25,000+ admissions. It is Canada's premier wine show and widely considered to be one of the best wine events in the world. At age 41, it is also among the oldest. Its slogan is “**The Wine World is Here**”. For the past seven years, VIWF has been voted the **#1 Food, Wine & Hospitality Event in Canada** by New York's **BizBash** and was recently named the **Best International Wine Festival – North America** by **LUX Life Magazine**.

The festival typically features over 50-55 events; for 2020 there are 44 for public and 13 trade-only events. The heart of the festival is the **Tasting Room**, where the public can choose from ~725 wines at four **International Festival Tastings (IFT)**, and industry professionals can sample those plus an additional ~150 wines at two **Trade Tastings**. Special events orbiting the Tasting Room (seminars, vintage tastings, dinners, lunches, brunches, wine minglers, etc.) serve another ~575 wines.

The **3-day Trade Days Conference** (February 26-28) offers the trade opportunities to grow their wine knowledge at seminars, tastings and networking lunches. VIWF presents coveted **Celebrating Excellence** trade awards which include **Sommelier of the Year** (chosen by CAPS), **Spirited Industry Professional (SIP) Award**, **Wine Program Excellence** and **Vintners Brunch Pairing Competition**; they are announced at the Celebrating Excellence: Annual Awards Lunch (Feb 28 in 2020).

This international festival typically serves wines from ~15 countries. There is a focus on a different region or country every year (**France in 2020**); the featured region has its own section in the Tasting Room and offers thematic seminars and food and wine events throughout the week.

PURPOSE

VIWF has three primary mandates:

1. provide an informative, educational and entertaining wine experience for consumers and trade;
2. serve as a premier marketing opportunity for the wine industry; and
3. raise money for the performing arts in Vancouver.

FESTIVALGOER PROFILE

- The typical festivalgoer is a sociable, affluent, wine-and-food savvy professional with high disposable income. Festivalgoers spend nearly \$5,000 annually on wine: an average of \$3,000/year at retail (10x Statscan's BC average), plus \$1,800/year on wine while dining out
- 75% have attended two or more years.

FEATURED COUNTRIES OR THEMES

2020 featured region/theme



France (42 wineries)
Global Spotlight on rosé

Past themes/featured countries

- 2019 – Dream Big: California Style
- 2018 – Viva Iberia: Portugal and Spain
- 2017 – The Wine World Celebrates Canada
- 2016 – Italia!
- 2015 – Savour Australia
- 2014 – France Bon Appétit
- 2013 – California Wines
- 2012 – Wines of Chile
- 2011 – Wines from Spain
- 2010 – Wines of Argentina & New Zealand Wines
- 2009 – Celebrate British Columbia
- 2008 – Vino Italiano: Innovation by Tradition
- 2007 – Australian Wine: A World of Difference
- 2006 – Wine Regions of France
- 2005 – Taste the new South Africa
- 2004 – Discover the Wine Regions of California
- 2003 – Showcasing Wines of Chile
- 2002 – Germany & Portugal
- 2001 – Spain
- 2000 – Italy
- 1999 – Australia
- 1998 – California
- 1997 – Canada
- 1996 – Bordeaux

WHAT'S THE BIG DEAL?

Vine stars – the rock stars of the wine world come to Vancouver for VIWF. As a condition of participation, every winery must have a winery principal (winemaker, owner, senior executive) present in the Tasting Room and at their special events. The keynote speaker is wine writer Andrew Jefford. Stove stars – the rock stars of BC's vibrant culinary scene are here too. More than 50 of the province's most celebrated restaurants and chefs, hotels, caterers and food suppliers participate.

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FOR MORE INFORMATION
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