

FOOD SAMPLING OPPORTUNITIES AT VANWINEFEST

Vancouver International Wine Festival is Canada’s premier wine show and widely regarded by festivalgoers, media and the wine industry as one of the top wine festivals in North America.

The Tasting Room is the heart of the festival. Over the course of three days and six tasting sessions (two for trade, and four for consumers), exhibitors have access to over 12,000 well-heeled festivalgoers who are intensely interested in food and wine, as well as attending industry professional who work in the food and beverage sector in restaurants and retail across BC. In addition, our festival attracts lifestyle media from major publications and local Vancouver-based bloggers.

The Tasting Room will be located in the ballrooms of the Vancouver Convention Centre’s West Building in 2024. The room is ~55,000 square feet and in 2024 will feature ~150 wineries from 16 countries, serving more than 800 wines. A very limited number of non-winery booths are available for exhibitors and premium food suppliers.

At this time, we are seeking premium suppliers of cheese, charcuterie, breads, olives, chocolate, crackers, and other wine-friendly foods to enhance our patron experience.



Hours of Operation

Thursday, February 29	1:30-5 p.m.	Thursday, February 29	7-10 p.m.
Friday, March 1	1:30-5 p.m.	Friday, March 1	7-10 p.m.
Saturday, March 2	2:30-5 p.m.	Saturday, March 2	7-10 p.m.

Suppliers can participate in all six sessions at their own booth or on one day at a shared booth.

SIX-SESSION FOOD SUPPLIERS

Suppliers are provided with a 10' x 10' space, black pipe and drape, tables and linens. Power, audio visual equipment, and furniture rental can be arranged by the Festival at the exhibitor's expense.

Six-session food suppliers receive promotional recognition on festival marketing materials, the VanWineFest website and onsite signage, as well as a complimentary ¼ page ad in the Tasting Room Program (distributed physically and online).

Six-session food suppliers will also be provided with badges for working access, as well four International Festival Tasting tickets.

ONE-DAY FOOD SUPPLIERS

Suppliers who are only able to participate in one of the three Tasting Room days (afternoon and evening sessions) will be provided with facilities in a shared booth with other suppliers.

One-day food suppliers receive promotional recognition on festival marketing materials, the VanWineFest website and onsite signage.

One-day food suppliers will also be provided with badges for working access.



For more information on sampling opportunities
contact Trish Metcalfe, Operations Director at trishmet@shaw.ca

For festival information, please visit www.vanwinefest.ca

2023 FESTIVAL HIGHLIGHTS

- 44th Annual (founded 1979)
- Featuring 147 wineries from 17 countries
- 8 days: April 22-30, 2023
- Bacchanalia Gala + Dinner Auction: Saturday, April 22
- 36 events (26 public events and 10 trade-only events)
- 20 venues across Vancouver, focused on downtown restaurants and event spaces
- 5 Regional Tasting Stations: California, Rioja, New Zealand, South America, and Sparkling Wine
- 13 non-winery exhibitors in Tasting Room
- Tasting Room at Vancouver International Convention East: 39,000 square feet

