

# FOOD SAMPLING OPPORTUNITIES AT VANWINEFEST

**VANCOUVER**  
INTERNATIONAL  
**WINE FESTIVAL**   
Feb 24–Mar 3, 2024

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 ~53,000 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 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.

**Food suppliers receive:**

- promotional recognition on festival marketing materials, the VanWineFest website and on-site signage
- a complimentary ¼ page ad in the Tasting Room Program (distributed physically and online)
- badges for working access + four International Festival Tasting tickets



For more information on sampling opportunities  
contact Trish Metcalfe, Operations Director at [trishmet@shaw.ca](mailto:trishmet@shaw.ca)

For festival information, please visit [www.vanwinefest.ca](http://www.vanwinefest.ca)



# 2023 FESTIVAL HIGHLIGHTS

- 44<sup>th</sup> 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



**26,500** bottles  
poured / and or  
bought



**18,000**  
participants

**23**  
restaurants  
and caterers



**795**  
wines in the  
tasting room

**147** wineries  
from  
**17** countries



**1,132**  
wines total



**63**  
speakers and  
moderators



**\$160,000**  
raised for Bard on  
the Beach at the  
2023 Bacchanalia  
Gala Dinner +  
Auction



**337** wines at  
lunches, dinners,  
tastings, seminars,  
and minglers

