

## INCREASE YOUR SALES – ONSITE AND OFF

- In 2024, the onsite BCLIQUOR wine shop sold **12,786 bottles** over three days with sales of **\$487,000** and free delivery of purchases to any store in British Columbia. The average price per bottle was **\$38** with average gross sales of **\$3,300** per winery.
- VIWF offers wineries opportunities to connect with buyers, owners, executive chefs, sommeliers and servers from across Canada through our Trade Days events.
- Private retailers and restaurateurs are well-represented at Trade Tastings and other trade events; **48.6%** of wine sales in British Columbia are through licensee retail stores and licensed establishments.
- Wine sales in British Columbia continue to be the largest category for beverage alcohol, representing **32%** of total sales by net revenue.
- The province is third-largest wine market in Canada by total sales and volume, but second only to Quebec in sales and volume per capita.
- As of 2022, Canada was the **world's fourth largest wine importer** in dollar value, at US \$2.3 billion after the United States, United Kingdom, and Germany.

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

- The **#1 Food, Wine & Hospitality Event in Canada** – BizBash, eight years running.
- Named one of the **top 10 wine trade shows in the world** by Wine International Association
- VIWF is Canada's premier wine show and one of the most respected globally.
- Established in 1979, 2025 will be the 46<sup>th</sup> festival.
- VIWF is widely regarded as the best wine show on the continent.
- The festival **offers a range of events** - trade and high-end consumer seminars, winery dinners, lunches, wine minglers and more.
- Special events provide additional **profile to wineries**, both in festival promotion and media coverage. **\$375,000 marketing budget** – festival wineries and principals are a key feature of the festival's marketing initiatives.
- **215 million worldwide impressions** through earned media (editorial) in 2024.
- In 2024, **135 media** were accredited from across North America.

## CONNECT WITH KEY INFLUENCERS AND SOPHISTICATED CONSUMERS

- The festival hosts wine buyers, sommeliers, journalists and influencers from around the world.
- 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 festival's attendees are affluent (65% have HHI of \$100,000+)
- They **spend an average of \$5,000 annually on wine**, both retail and 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.

***“Building a strong wine and food culture requires sustained effort. We look forward to working with you this coming year, in collaboration with our industry partners, to increase wine sales and move our wine community confidently into the future.” Harry Hertscheg, VIWF Executive Director***

# WHAT DO THEY SAY ABOUT VIWF?

"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*

"Why not reimagine your festival goals and present your very best wines to the public. The festival has always been a much-underused marketing opportunity by wineries who try to flog their large production labels at the expense of revealing their soul and story — something far more exciting and memorable from a consumer point of view."

*Anthony Gismondi, Vancouver Sun, GismondiOnWine.com, and more*

"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*

"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*

"It's wonderful to have a chance to be here at the Vancouver International Wine Festival.... I've been to lots around the world and this is certainly one of the best and the setting is just unmatched."

*Andrew Jefford, Decanter*

"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*

"..the Vancouver International Wine Festival is poised to continue its legacy of uniting the global community of wine. In 2025 the "Wines of the USA" will be the featured region, hopefully facilitating lesser-known wine regions from the United States to be highlighted."

*Noël Burgess, Forbes*

"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*

"The scale of it is pretty impressive. You can still do just about everything. It's kind of irresistible."

*Dr. Jamie Goode, wineanorak.com, Sunday Express*



## PROMOTE YOUR BRAND AT VIWF

- Face-to-face marketing opportunity in the Tasting Room with projected 3,000 trade and projected 7,500 consumers, media and wine collectors.
- Winery table and sign in the Tasting Room. Exhibitor badges issued:
  - International Festival Tastings (4 public sessions): maximum of three badges per session, and;
  - Trade Tastings (2 trade sessions): maximum of four badges per session.
- All winery principals receive a complimentary ticket to the Principals Welcome Lunch on Thursday, February 27 (\$100 value), an excellent opportunity to network with colleagues and members of the trade before the Tasting Room opens.
- Inclusion in festival marketing (NB: Marketing initiatives constantly evolve in response to new opportunities and trends; our advertising budget is largely contra/in-kind and thus dependent on sponsorships, but opportunities are expected to be similar as in the past).
- Publicity opportunities (~120 million media impressions in 2024): includes a festival section in the Vancouver Sun (~134K print readership; ~1.5 million online audience); television, radio, print, social media, and online coverage. Publicity opportunities are commensurate with the winery representative's stature, public speaking experience, fluency in English (and French), and special event participation.
- Newspaper advertising: participating wineries announced in a festival ad in the Vancouver Sun (~134K print readership; ~1.5 million online audience).
- Promotional brochure: 4-5 pages devoted to participating wineries, available for download online. 5,000 public flyers distributed to local wine stores and 1,500 trade flyers distributed through mail and industry events.
- Tasting Room Program (~5,000 printed): winery and featured wines profiled in the Tasting Room Program, distributed to attendees prior to each of six tasting sessions; also available for download online.
- Festival app (~4,100 users): winery and featured wines profiled, including bottle shots, note-taking and rating ability; iOS and Android.
- Website [vanwinefest.ca](http://vanwinefest.ca) (~68,000 unique visits annually): participating wineries promoted on the home page; the winery page includes winery name and URL hyperlink; additional promotional opportunities through special event participation.
- E-Newsletters (~10,000 subscribers): participating winery list extensively promoted via multiple e-newsletters.
- Social media: extensive awareness opportunities through @VanWineFest on Facebook (~7,500 followers), Instagram (~8,100 followers), and X (~12,000 followers).

