

2024 VISUAL REPORT

Canada's Premium Wine Show



DISCOVER
ITALY

VANCOUVER
INTERNATIONAL
WINE FESTIVAL 

Festival Highlights

The **2024 Vancouver International Wine Festival** brought its celebration of food and wine to the city this winter. Local and international wine lovers gathered at events focused in downtown Vancouver. This year's theme, **Discover Italy**, was an opportunity to learn more about the country's contemporary food and wine and meet the makers behind the labels.



Festival Highlights



Festival Highlights

- 45th Annual (founded 1979)
- Featuring 147 wineries from 12 countries
- 8 days: February 24-March 3, 2024
- Bacchanalia Gala + Dinner Auction: Saturday, February 24
- 42 events (33 public events and 9 trade-only events)
- 23 venues across Vancouver, focused on downtown restaurants and event spaces
- 7 Regional Tasting Stations: Central Coast, Lodi, Napa, Sonoma, Discover Italy, New Zealand, and Sparkling Wine
- 15 non-winery exhibitors in Tasting Room
- Tasting Room at Vancouver International Convention West: 53,000 square feet

DISCOVER ITALY:

71 WINERIES
FROM
13 REGIONS



28

RESTAURANTS &
CATERERS



18,000
PARTICIPANTS



785
WINES IN THE
TASTING ROOM



~1,140
WINES TOTAL



45
SPEAKERS &
MODERATORS



\$165,000+
RAISED FOR BARD
ON THE BEACH
AT THE 2024
BACCHANALIA
GALA DINNER +
AUCTION



355
WINES AT LUNCHESES,
DINNERS, TASTINGS,
SEMINARS &
MINGLERS



Marketing

VanWineFest sponsors ads and logos were given prominent placement in VanWineFest’s digital and print marketing campaigns. Here is a round up of collateral that includes website, e-newsletters, social media, as well as digital and print publications and videos.

The placement of ads and logos is dependant on level of sponsorship.

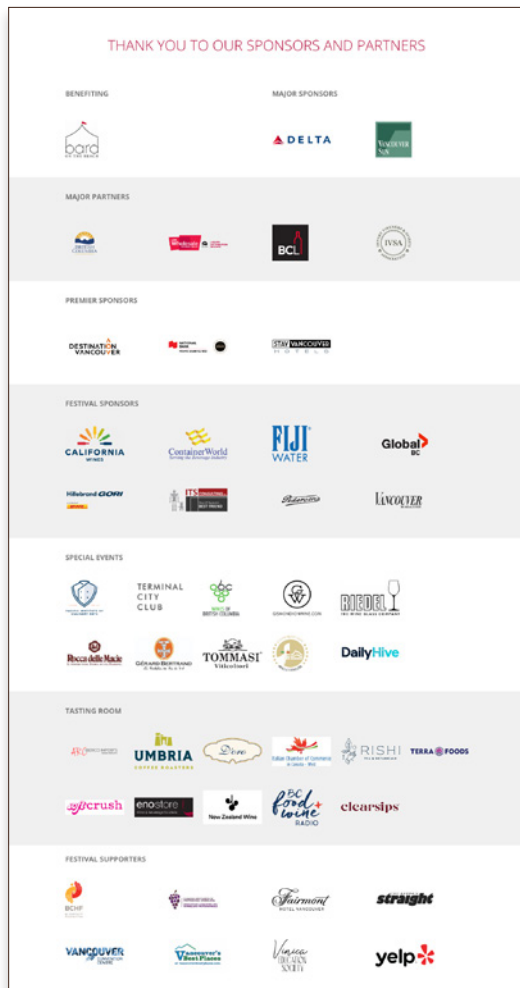
WEBSITE

VanWineFest.ca is the go-to digital resource for information about the festival’s trade and consumer events, program, and initiatives.

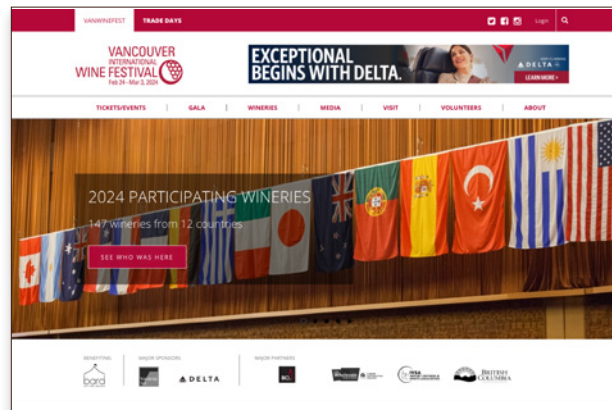
KEY STATS:

- 100,850 sessions
- 270,900 page views
- 68,00 unique users

Top interests: Travel, Media, Food & Dining



Festival Partners page, logo placement.



VanWineFest.ca home page.

E-NEWSLETTERS

A key marketing tool, VanWineFest e-newsletters are deployed to communicate trade initiatives, festival themes, and events distributed regularly year-round.

- 10,000 subscribers
- 28 e-newsletters circulated
- Total circulation 157,600
- Average open rate 55%

FER 24 - MAR 3, 2024

The Wine World is Here

It's Festival Time

The 45th annual **Vancouver International Wine Festival** kicks off this evening with the spectacular **Bacchanalia Gala Dinner + Auction**, presented by National Bank Private Banking 1555. This all-Italian dinner is the perfect start to the 2024 festival, which features Italy as the theme country.

Even if you don't have a ticket to this evening's gala, you can still support our charitable beneficiary **Bart on the Beach** by bidding on the silent auction. The auction closes online at 9 p.m. tonight.

[Click to Bid](#)

Discover Italy...and more!

It's not too late to Taste the World! A few tickets still remain for the following events:

- Tuesday, February 27**
Discover delle Venezie DOC
6-8 p.m.
The Loft at Earls Yaletown
\$69 all-in
- Wednesday, February 28**
California Wines Sun Fest
7-9 p.m.
The Pipe Shop, North Vancouver
\$69 all-in
- Thursday, February 29**
International Festival Tasting
7-10 p.m.
Vancouver Convention Centre West
\$115 all-in
- Friday, March 1**
Golden State Vineyard Visions
5:15-6:45 p.m.
Vancouver Convention Centre West
\$55 all-in
- International Festival Tasting**
7-10 p.m.
Vancouver Convention Centre West
\$125 all-in
- Saturday, March 2**
International Festival Tasting
2:30-5 p.m.
Vancouver Convention Centre West
\$125 all-in
- The Global Cru**
5:15-6:45 p.m.
Vancouver Convention Centre West
\$95 all-in
- International Festival Tasting**
7-10 p.m.
Vancouver Convention Centre West
\$135 all-in

[See all available events](#)

Please visit our [E-Newsletter](#) page to browse more.

FER 24 - MAR 3, 2024

Canada's Premier Wine Show

The Wine World is Here... To Do Business with You!

Tickets for Trade Days are now on sale! Hailed as one of the world's [top ten wine trade shows](#) by Wine International Association, VIWF's Trade Days provides the pre-eminent opportunity in Canada to meet the people behind the wines you sell and serve. Get tickets for your team or pick up a two- or three-day **Trade Days Pass** for yourself! There's plenty to discover, February 28 - March 1.

[Register Now](#)

Networking Lunches

- Refrinking Food & Wine Pairing**
Wednesday, February 28, 12-2:30 p.m.
- Principals Welcome Lunch**
presented by Hillebrand Golf
Thursday, February 29, 11:45 a.m.-1:15 p.m.
- Celebrating Excellence: 20th Annual Awards Lunch Featuring Italy**
presented by ContainerWorld
Friday, March 1, 11:15 a.m.-1:15 p.m.

Learn about the latest in food and wine pairing, catch up with colleagues from around the wine world, and celebrate the achievements of our community.

[Let's do lunch](#)

Engaging Seminars

- Italy Reimagined**
Thursday, February 29, 9:30-11:30 a.m.
- Italy's Lightness of Being**
Friday, March 1, 9:30-11:15 a.m.
- Napa Valley Cabernet Takes Root**
sponsored by California Wine
Friday, March 1, 9:30-11:15 a.m.
- Sustainable Future of BC Wine**
sponsored by Wines of BC
Friday, March 1, 9:30-11:15 a.m.

Discover the latest trends in Italian wine, take a deep dive into Napa Valley Cabernet Sauvignons, and taste your way across British Columbia.

[Sip & Learn](#)

Keynote Speaker

To help festivalgoers navigate the complex world of Italian wine, the festival is welcoming wine journalist and educator, **Filippo Bartolotta**, as this year's keynote speaker. His talk at the keynote luncheon, **Refrinking Food & Wine Pairing**, will be **3,000 vs. 30**, a reflection on three millennia of Italian winemaking and thirty years of free and wild Okanagan Valley wines. He will also moderate several seminars, including the trade plenary, **Italy Reimagined**.

The Vancouver International Wine Festival gratefully acknowledges the financial support of the Province of British Columbia.

Major Partners

Major Sponsors

Premier Sponsors

Festival Sponsors

Special Events

Testing Room

Festival Supporters

Vancouver International Wine Festival Connect with us

[Visit Our Website](#) [Email Us](#) [Privacy Policy](#)

Looking for festival highlights, wine suggestions and the latest festival news? Check out our Facebook page or follow us on X and Instagram for festival articles, reviews, videos, and photos. Join the conversation at #VIWF. We keep you in the loop all year round.

SOCIAL MEDIA

 @VANWINEFEST

Followers: 7,500
 Reach: 254,510
 Facebook visits: 9,500
 Content interactions: 3,100
 Link clicks: 3,800

 @VANWINEFEST

Followers: 8,100
 Reach: 73,100
 Profile visits: 10,600
 Content interactions: 13,300
 Link clicks: 1,000

 @VANWINEFEST

Followers: 12,000
 Impressions: 62,400



PUBLICATIONS

VanWineFest produces a series of publications to promote the festival and participating wineries with both print and digital materials:

Festival Brochure (digital)

- Combining Trade and Public events
- Available digitally prior to festival via website to browse or download
- Logo recognition on Wine Festival Partners, page 39
- Ad inventory for sponsors is dependant on level of support

Public Rack Card (print)

- Consumer rack cards (5,000) were distributed to BCLIQUOR Stores and private stores in the Lower Mainland

Trade Days Rack Card (print)

- Trade Day rack cards (1,500) were distributed through national trade publication, *Poured Canada*, and at industry events in Vancouver

Tasting Room Booklet (print)

- Available digitally prior to festival via website to browse or download
- 5,000 booklets were printed
- Print copies were handed out at all six Tasting Room sessions
- Logo recognition on Wine Festival Partners, page 7
- Ad inventory for sponsors is dependant on level of support



View the full [Tasting Room brochure](#).

View the full [Festival brochure](#).

EVENT PUBLICATIONS

The festival produces a number of guides for select special events. Logo recognition was included in the following event programs:

- Festival Toast
- Celebrating Excellence Awards Lunch
- La Dolce Vita Lunch
- PICA Kitchen Party

THANK YOU!

MAJOR SPONSORS



MAJOR PARTNERS



PREMIER SPONSORS



FESTIVAL SPONSORS



SPECIAL EVENTS



TASTING ROOM



FESTIVAL SUPPORTERS & SPECIAL THANKS





Sponsored by the participating wineries and 

The Festival Toast VIP reception is a by-invitation-only event, intended as a special opportunity for sponsors, partners, community leaders and Super Pass holders to connect with Canada's premier wine show, Bard on the Beach, and the participating winery principals and their wines.

Thursday, February 29
 5:45-7 p.m. — Festival Toast
 7-10 p.m. — International Festival Tasting
 Vancouver Convention Centre West, meeting room 201

Speakers:
 Harry Hertscheg, Executive Director, VIWF
 Harold Munro, Editor in Chief, *Vancouver Sun + The Province*
 Christopher Gaze, Artistic Director, Bard on the Beach Shakespeare Festival
 Filippo Bartolotta, wine writer & educator, Keynote Speaker
 Sandro Bottega, President, Bottega

FEATURED WINES:

BOTTEGA Veneto
 Gold NV
 SKU: 663187 / Est. Retail Price: \$34.99
Vino dei Poeti Prosecco DOC NV
 SKU: 95711 / Est. Retail Price: \$19.99
 Vine Star: Arianna Caraffoli, International Export Director
 Sales Contact: Stile Brands, info@stilebrands.com

SANTA VITTORIA Piedmont
 Barolo DOCG 2018
 SKU: 393510 / Est. Retail Price: \$44.99
 Vine Star: Andrea Graneris, Export Manager
 Sales Contact: Andrew Peller Imports, sherry.adams@andrewpeller.com

AZIENDA AGRICOLA BOCALE DI VALENTINI Umbria
 Montefalco Sagrantino "Ennio" DOCG 2017
 SKU: 450547 / Est. Retail Price: \$90.00
 Vine Star: Valentino Valentini, Owner
 Sales Contact: Anra Investments, tony@bocale.ca



Logo recognition is dependant on level of sponsorship.

VIDEOS

Promotional videos were created for use on the website, in e-newsletters, and on social media.



Visit the [Videos](#) page to view all videos.

Media

VanWineFest places ads in print and digital publications focused in Vancouver and BC markets, but also in the Pacific Northwest and in national wine-focused media outlets.

Media from around Canada and the US attended events festival week.

PROMOTIONAL MEDIA

Here are a few highlights of the advertising campaign:

Feb 24-Mar 3, 2024

The Wine World is Here!

INTERNATIONAL FESTIVAL TASTINGS

12 countries 149 wineries - 800 wines

The Tasting Room is the heart of the Vancouver International Wine Festival, where 149 wineries and their principals gather to pour their select wines. See our list of participating wineries and learn more at VanWineFest.ca.

Choose from four sessions:

Vancouver Convention Centre West, 1055 Canada Place

Thursday, February 29, 7:10 p.m.
\$145 \$109 low \$0 wine supplies last

Friday, March 1, 7:10 p.m.
\$125 \$119 low \$0 wine supplies last

Saturday, March 2, 2:30-5 p.m.
\$125 \$119 low \$0 wine supplies last

Saturday, March 2, 7:10 p.m.
\$145 \$129 low \$0 wine supplies last

BOO OFFICE

All ticket prices include wine, food samples, service charges and taxes. No hidden surprises at checkout!
 604.873.3311 | 1.877.321.3121
VanWineFest.ca
 @vanwinefest

"ONE OF THE VERY BEST WINE FESTIVALS IN THE WORLD"

EXPLORE MORE

Discover other wine-related exhibitors and entertainment.

VINE STARS

The stars of the global wine scene - winemakers, proprietors, senior executives - come to Vancouver every year to pour and discuss their wines with foodies. Each winery is represented by a principal, a senior representative from the winery. Here to show their wines and stories.

DISCOVER ITALY

This is the year to discover the storied wines of Italy, with 71 wineries from 13 different regions featured at the festival. The regional boys of Europe boasts hundreds of varieties, wine styles, interpretations, and blends.

TASTING STATIONS

In addition to the participating winery tables, you can also sample wines at tasting stations featuring wines from Italy, California, New Zealand, and sparkling wines from around the world.

SMALL BITES AND SIPS

Enjoy wine-friendly food and beverage tasting samples in the room.

BCLIQUEUR FESTIVAL WINE SHOP

Like the wine? Buy it on site!

All wines presented by participating wineries are available for purchase at the onsite BCLIQUEUR store. Take advantage of the bottle check - shop early to pick up your must-have wines, check your purchases, and then return to the Tasting Room to discover more wines. Whether you buy one bottle or 100, your wine purchases can be shipped or no cost to your nearest BCLIQUEUR store anywhere in the province. It's a great opportunity to build your cellar.

TASTE IT ALL!

For those wanting the full tasting experience, Super Passes are now on sale at the advance rate of \$460, or \$30 savings. Super Passes include access to all tasting sessions and the Festival Tour VIP reception. Purchased individually, the Super Passes were valued at nearly \$700.

FREE TICKET WITH HOTEL BOOKING

Turn your tasting into a weekend trip! Book a downtown hotel through StayVancouverHotels.com and get one FREE International Festival Tasting ticket (\$15-\$135 value). Book by February 15.

MAJOR SPONSORS: VANCOUVER SIN, DELTA, BRITISH COLUMBIA, BCL, WHOLESALE, CANADIAN WINE ASSOCIATION, USA WINE & SPIRITS, VANCOUVER INTERNATIONAL WINE FESTIVAL

PREMIER SPONSORS: STAY VANCOUVER, DESTINATION VANCOUVER, NATIONAL BANK OF CANADA, VANCOUVER INTERNATIONAL WINE FESTIVAL

#VWV | @VanWineFest | Sign up for E-News at VanWineFest.ca

See all promotional advertising ads [here](#).

Logo recognition is dependant on level of sponsorship.

Feb 24-Mar 3, 2024

Discover Italy... and More!

The 45th Vancouver International Festival returns February 24 to March 3, featuring 42 events over 8 days. The festival welcomes 149 wineries from 12 countries, including 71 from our home country, Italy. This is your opportunity to discover wines from around the world with an incredible range of events to suit every palate and interest. Visit VanWineFest.ca to see our interactive Festival at a Glance to learn more about all festival events. Tickets are on sale for many events now with additional on-sales on January 10 and January 17.

Tickets available to purchase now:

- Bachelorette Gala Dinner
- Festive general admission Festival Book From Booking MSP
- Global Tasting (separate, 4-party dinner)
- 2-8 Seating in Club (separate dinner)
- Family Tasting of California (separate dinner)
- Global Tasting (separate dinner)
- Live in Vancouver, separate dinner
- International Festival Tasting (Monday 24 March 2)
- Book Dinner and Super Passes

Tickets for the following public events will go on sale Wednesday, January 10 at 9:30 a.m.:

SEMINARS

- Super Tasting Series featuring
- Middle Eastern Art of Living
- The Super of Wine
- Science: Single-Malt Whisky
- Challenge of the Red Tones
- Golden State Vineyard Tour
- The Global Cup

MINGLELES

- Dinner with Winemakers SOC
- California Winemakers Soc

LUNCHES

- Marketing Food & Wine Tasting
- In-Cuba Wine
- Pick-Nick Party

How to Buy Tickets

By Phone: 604.873.3311
 On-site: 604.873.3311
 Online: VanWineFest.ca

Turn your Tasting into a Weekend Trip

When you book a stay with one of 23 downtown hotels via StayVancouverHotels.com, you'll get a FREE ticket to your choice of one of the International Festival Tasting events (February 24) - subject to availability. The offer is available until February 15.

DON'T WINE & DINE

MAJOR SPONSORS: VANCOUVER SIN, DELTA, BRITISH COLUMBIA, BCL, WHOLESALE, CANADIAN WINE ASSOCIATION, USA WINE & SPIRITS, VANCOUVER INTERNATIONAL WINE FESTIVAL

PREMIER SPONSORS: STAY VANCOUVER, DESTINATION VANCOUVER, NATIONAL BANK OF CANADA, VANCOUVER INTERNATIONAL WINE FESTIVAL

#VWV | @VanWineFest | Sign up for E-News at VanWineFest.ca

Feb 24-Mar 3, 2024

The Wine World is Here

Discover Italy and more at the 2024 Vancouver International Wine Festival

FEB 24-MAR 3, 2024

149 wineries • 12 countries • 42 events • 8 days

Tickets on sale now VanWineFest.ca

Taste the World, then See the World

Travel to your favourite wine region with \$2,000 USD in Delta Air Lines flight vouchers.

ENTER AT VANCOUVERFEST.COM/CONTESTS

MAJOR SPONSORS: VANCOUVER SIN, DELTA, BRITISH COLUMBIA, BCL, WHOLESALE, CANADIAN WINE ASSOCIATION, USA WINE & SPIRITS, VANCOUVER INTERNATIONAL WINE FESTIVAL

PREMIER SPONSORS: STAY VANCOUVER, DESTINATION VANCOUVER, NATIONAL BANK OF CANADA, VANCOUVER INTERNATIONAL WINE FESTIVAL

#VWV | @VanWineFest | Sign up for E-News at VanWineFest.ca

TRADE DAYS:
FEB 28-MAR 1, 2024

Canada's Premier Wine Show

VWV TRADE DAYS

Featuring VWV Keynote Speaker author & educator Filippo Bartolotta and nine wine industry event over three days. Join us for lunches, seminars, tastings, and more in downtown Vancouver.

DISCOVER ITALY | VANCOUVER INTERNATIONAL WINE FESTIVAL

Feb 24-Mar 3, 2024

The Wine World Is Here

8 DAYS
12 COUNTRIES
43 EVENTS
149 WINERIES
1,150 WINES

International Festival Tastings

Four fantastic tastings featuring all 149 wineries and onsite BCLIQUEUR wine shop with festival exclusive wines.

Wine and Dine

13 outstanding wine-paired dinners at top restaurants.

Tickets & Questions

VanWineFest.ca
 604.873.3311 | 1.877.321.3121
info@vanwinefest.ca

FUNDRAISING **BENEFITING** **DISCOVER ITALY**

FREE TICKET with hotel booking! Visit StayVancouverHotels.com

MAJOR SPONSORS: VANCOUVER SIN, DELTA, BRITISH COLUMBIA, BCL, WHOLESALE, CANADIAN WINE ASSOCIATION, USA WINE & SPIRITS, VANCOUVER INTERNATIONAL WINE FESTIVAL

PREMIER SPONSORS: STAY VANCOUVER, DESTINATION VANCOUVER, NATIONAL BANK OF CANADA, VANCOUVER INTERNATIONAL WINE FESTIVAL

#VWV | @VanWineFest | Sign up for E-News at VanWineFest.ca

FEB 24-MAR 3, 2024

Canada's Premier Wine Show

43 EVENTS

Something to please every palate!

Trade Days, Feb 28-Mar 1, 2024

9 events exclusively for the wine & hospitality trade + 15 winery dinners - do business over great wine and food

International Festival Tastings

Four fantastic tastings featuring all 149 wineries and onsite BCLIQUEUR wine shop with festival exclusive wines.

Tickets & Questions

VanWineFest.ca
 604.873.3311 | 1.877.321.3121
boxoffice@vanwinefest.ca

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#VWV | @VanWineFest | Sign up for E-News at VanWineFest.ca

EDITORIAL MEDIA COVERAGE

The festival received a total of 125 million earned media impressions through editorial coverage that covered print, digital, television and radio, in local and national media outlets. More than 130 media were accredited to the festival including business, lifestyle, travel, and wine journalists. Here is a selection of coverage:

FORBES

Vancouver International Wine Festival: Global Tasting In Your Glass

Noah Burgess Contributor
I'm a journalist, content creator, and speaker living in California.

Apr 26, 2024, 10:00am EDT

45th year anniversary of the Vancouver International Wine Festival held in beautiful British Columbia. MAJID WRIGHT

Sit on a bench in [Stanley Park](#) long enough and you'll hear a symphony of languages spoken. Stroll down the streets of Gastown and be ready to encounter a fusion of cuisines from dozens of cultures. Take a closer look at British Columbia's biggest city and there also lies a vineyard of international connection. No event encapsulates this global unity through the art of winemaking quite like the [Vancouver International Wine Festival](#). From the rolling hills of Sonoma and Napa Valley to the coastlines of New Zealand, the world of wine is as diverse as the cultures and climatic zones that nurture its vines. This unrivaled celebration of oenophilia is a testament to the worldwide beauty found in each and every glass.

The eight-day festival, sponsored by Delta Airlines, celebrated its 45th year in late February/early March and featured 43 events including a Bacchanalia Gala Dinner + Auction, Wine/Spirits/Food Seminars, and a truly global wine tasting experience.

VANCOUVER SUN

ITALIAN WINE IS HAVING ITS MOMENT

By Ryan Regan Hodges | Jan 8, 2024

Year after year, the Vancouver International Wine Festival stands as a premier celebration of worldwide viticulture, drawing thousands to beautiful British Columbia to indulge in a vast selection of wines. Taking place within the coastal and multicultural city of Vancouver, the festival provides a fun and elegant atmosphere to learn about - and taste - some of the world's best wines from

Italy has many hidden gastronomic gems

These five finds will give you a taste of Italian culture

Visit the [In the News](#) page to view all media coverage.

TASTE MAGAZINE

2024 Vancouver International Wine Festival

“...the largest event of its kind in the Pacific Northwest wine scene.”

Guests to Celebrate & Discover

New & Unique Wines

BUSINESS IN VANCOUVER

Vancouver International Wine Festival set to drive Italian wine sales

Wholesalers for Italian wines increased last year in B.C., while overall wine wholesales fell, according to new data.

Glenn Davidson
Jan 25, 2024 5:50 PM

Vancouverites need month or more to attend events where there is not to be more Italian wine representation under one roof than has ever happened in the city.

The 45th inauguration of the Vancouver International Wine Festival (VIWF), held February 24 through March 3, is slated to have representatives from 71 participating Italian wineries, as Italy is the host nation for the fourth time in the festival's history.

The last time Italy was the host nation was 2016, when representatives from 60 Italian wineries showed up. VIWF executive director Harry Hertscheg told BIV other times when Italy was the theme nation included 2008, when 50 of that country's wineries took part, and in 2000, when there were 38 Italian wineries, he added.

SIP MAGAZINE

NEW WINES, NEW REGIONS AND NEW FAVORITES

By Ryan Regan Hodges | Jan 8, 2024

Q&A WITH HARRY HERTSCHEG, EXECUTIVE DIRECTOR OF THE VANCOUVER INTERNATIONAL WINE FESTIVAL

Year after year, the Vancouver International Wine Festival stands as a premier celebration of worldwide viticulture, drawing thousands to beautiful British Columbia to indulge in a vast selection of wines. Taking place within the coastal and multicultural city of Vancouver, the festival provides a fun and elegant atmosphere to learn about - and taste - some of the world's best wines from

OREGON CIDER WEEK RETURNS JAN 12TH - 21ST

NEW WINES, NEW REGIONS AND NEW FAVORITES

MEET THORNTAL: A PIONEERING HARD-AGAVE BRAND LAUNCHING IN THE PNW IN JANUARY 2024

SALVIA'S CIDER CO. OREGON'S ACCLAIMED FARM-BASED CIDER, CELEBRATES 8TH ANNIVERSARY WITH EXPANSION TO SE

BC FOOD + WINE RADIO

BC Food + Wine Radio

POURED CANADA

A Show for the Senses

This would be your only chance to taste some of these wines.

FESTIVAL FACTS

VANCOUVER MAGAZINE

Wine List: The Best Italian Wines to Try at Vancouver International Wine Fest

These five have something better in the world's wine basket.

Notwithstanding its relatively modest footprint (at 300,000 square kilometres, it's roughly the same size as Labrador), Italy places second globally when it comes to wine production. Almost one in five bottles in the world come from the Italian boot. And it's not just quantity. Practically every time they tasted a wine from Italy's endless vineyards in Italy going back to 4000 BC, people outside the country have clamored for it. The Gallos, a.k.a. the Greeks, were the first to do so. So we did our small diligence when we learned that Italy would be the theme country for this year's edition of the Vancouver International Wine Festival opening February 24 to March 03. There'll be over 70 wineries, including from Puglia in Piedmont, all looking the year that there's no better locale for the wine lover - a premier one couldn't agree with ours. Here's a three-stage approach for diving into the world of wine Italian.

OUR CITY TONIGHT

OUR CITY TONIGHT

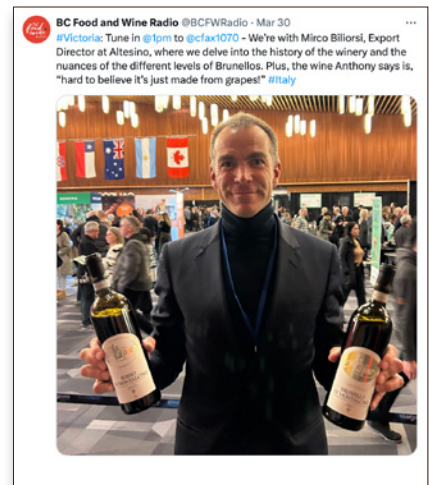
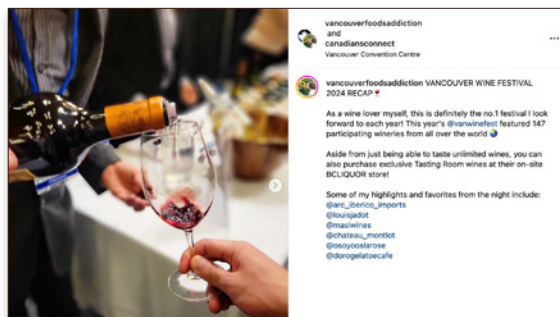
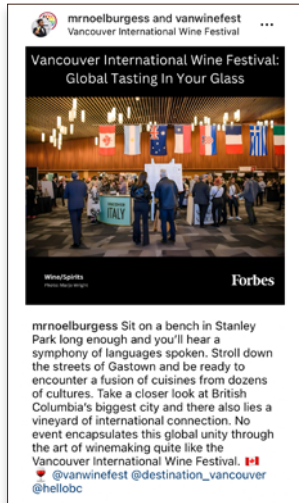
GLOBAL BC

Global BC

Vancouver International Wine Festival

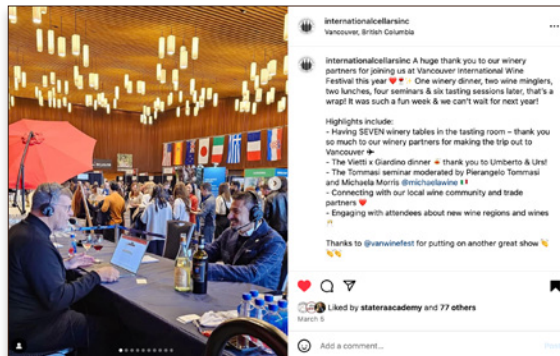
SOCIAL MEDIA COVERAGE

Media and influencers were active on social media with coverage from the Tasting Room and at special events during festival week. Here is a sample of posts:



SOCIAL MEDIA BY ATTENDEES

Festival-goers were also engaged on social media highlighting their trip experience on different channels with photos, stories, and reels. Check out a few posts from attendees, festival principals, wineries, and special guests who posted on their personal and corporate social media accounts.



Cin Cin!



Thank you for your interest in partnering with **Vancouver International Wine Festival**. Our 46th annual festival will run **February 22-March 2, 2025** and feature the USA as theme country.

We can tailor a sponsorship package to suit your objectives and budget, and look forward to discussing the opportunity with you.

For more information:
Please contact us at
Sponsors@VanWineFest.ca

Photography:
[Christine McAvoy @christine__mcavoy](#)
[Marjo Wright @marjowright](#)

Design:
[Massif Creative @massifcreative](#)