



# VANCOUVER INTERNATIONAL WINE FESTIVAL

VISUAL REPORT 2025

VANCOUVER  
INTERNATIONAL  
WINE FESTIVAL 

# Festival Highlights

This winter, the **Vancouver International Wine Festival** presented a vibrant celebration of food and wine in the city. With 43 events, the festival attracted wine enthusiasts from BC and beyond to attend its Public and Trade programs.

Showcasing 120 wineries from 15 countries, the eight-day festival offered an unparalleled opportunity to explore global wine and culinary trends, connect with passionate winemakers, and experience an international tasting adventure.



# Festival Highlights



# Festival Highlights

- 46th Annual (founded 1979)
- Featuring 120 wineries from 15 countries
- 8 days: February 22-March 2, 2025
- Bacchanalia Gala + Dinner Auction: Saturday, February 22
- Trade Days industry program: Wednesday, February 26-28
- 43 events (31 public events and 12 trade events)
- 40 partners
- 20 venues across Vancouver, focused on downtown restaurants and event spaces
- 11 non-winery exhibitors in Tasting Room
- 7 Regional Tasting Stations: The Art of Bordeaux, The New California Awaits, New Zealand Wine – Altogether Unique, Put Some Sparkle in Your Life, Wines for a Better Planet, Taste USA – Prenez Goût, and West Coast Chard Bar
- Tasting Room at Vancouver International Convention West: 53,000 square feet

*Best of the West Coast*

70 wineries from BC, Washington, Oregon, and California



27  
Restaurants & Caterers

16,500  
participants

22,300  
bottles poured and/or bought



1,003  
wines total

685  
wines in the tasting room



120  
wineries from  
15  
countries



66  
Speakers & Moderators

\$134,000+  
raised at the Bacchanalia Gala Dinner + Auction for Bard on the Beach

318  
wines at lunches, dinners, seminars, and minglers



# Marketing

Sponsors and partners of all levels received prominent placements in digital and print platforms. This included recognition on the festival’s website as well as e-newsletters, and social media channels. In addition, the company was highlighted in print publications and video content. This strategy guaranteed that companies and organizations involvement in the festival was acknowledged across various platforms, in both digital and traditional mediums.

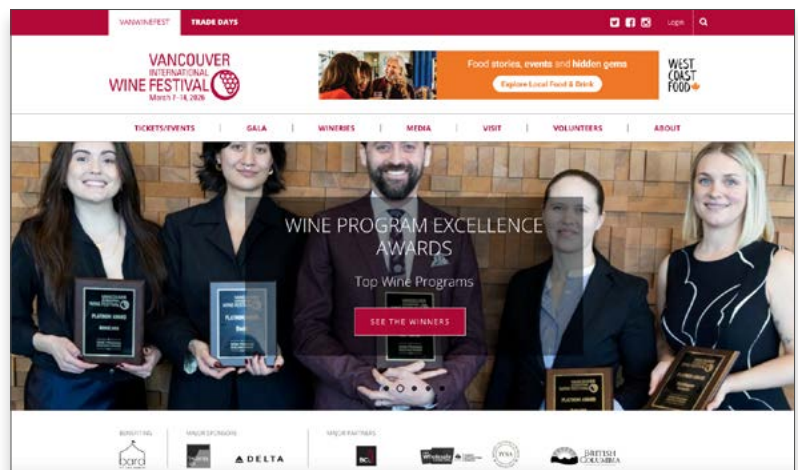
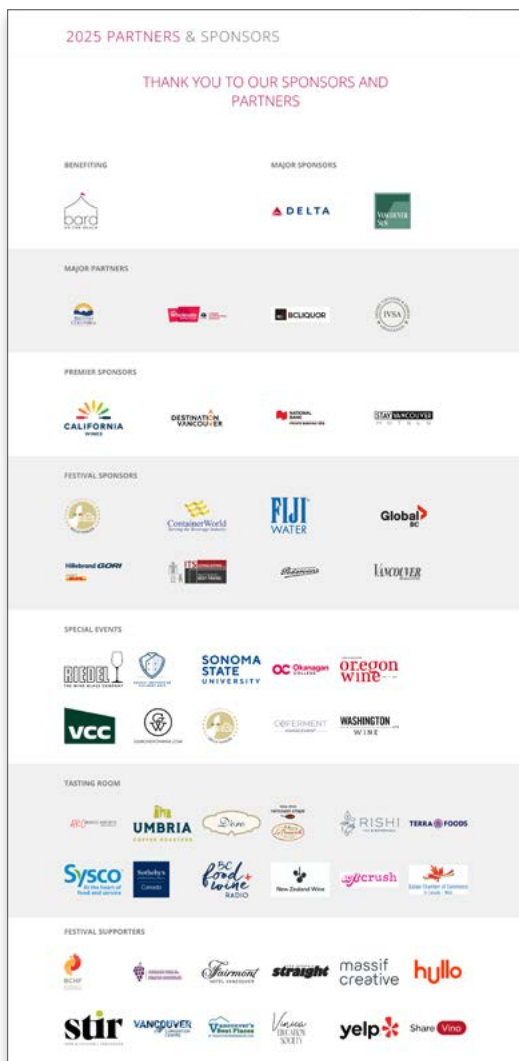
## WEBSITE

[VanWineFest.ca](http://VanWineFest.ca) is the digital hub of information on the festival’s trade and public programs.

### KEY STATS:

- Sessions: 103,000
- Page Views: 252,000
- Unique Users: 71,000

Top Interests: News & Politics, Travel/Travel Buffs, Food & Dining/Cooking Enthusiasts



[VanWineFest.ca](http://VanWineFest.ca) home page.

[Festival Partners](#) page, logo placement.

# E-NEWSLETTERS

One of the most important communication tools, the VanWineFest e-newsletter is distributed throughout the year with information on festival events, trade initiatives, and community news.

- Subscribers: 10,000
- E-newsletters circulated: 33
- Total circulation: 180,000
- Average open rate: 58%



**FEB 22-MAR 2, 2025**  
**THE WINE WORLD IS HERE**  
West Coast U.S. WINES

**A Feast for Your Palate**

Looking for an exceptional dining experience this February? VIVF winery dinners go on sale **Wednesday, January 8, at 9:30 a.m.** Many dinners sell out quickly, so don't delay - get your tickets tomorrow!


This year, the festival features 14 spectacular dinners, including the show-stopping **Bacchanalia Gala Dinner + Auction**, presented by National Bank Private Banking 1859, which opens the festival on **Saturday, February 22.**



**Browse All Winery Dinners**

<p><b>Saturday, February 22</b></p> <p><b>Bacchanalia Gala Dinner + Auction</b> Fairmont Hotel Vancouver \$595</p> <p><b>Monday, February 24</b></p> <p><b>The Soul of Napa Valley</b> The Roof at Black + Blue \$245</p> <p><b>Tuesday, February 25</b></p> <p><b>California Comes to Cowichan</b> Hydra Estiatorio Mediterranean &amp; Wine Bar \$175</p> <p><b>Cocobola Presents Sonoma's Best</b> Bacchus Restaurant \$245</p> <p><b>Discover Paso Robles</b> L'Abattoir \$245</p> <p><b>Explore the Wines of Croatia</b> Provence Marinade \$245</p> <p><b>From Coast to Continent</b> Riley's Fish &amp; Steak \$245</p>	<p><b>Tuesday, February 25 (continued)</b></p> <p><b>A Night with Chateau Ste. Michelle</b> Acquafarina \$210</p> <p><b>Wednesday, February 26</b></p> <p><b>Erath: Uniquely Oregon</b> Alouette Bistro \$175</p> <p><b>Gusti at La Piazza Dario</b> La Piazza Dario Ristorante Italiano \$175</p> <p><b>Phantom Creek at Blue Water Cafe</b> Blue Water Cafe \$245</p> <p><b>Redefining Taste</b> The Keg Steakhouse + Bar \$175</p> <p><b>Southern Italian Renaissance</b> CinCin Ristorante + Bar \$245</p> <p><i>It's a deal! All prices are inclusive of wine, food, gratuity, service charges and taxes... No surprises at checkout.</i></p>
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**Winery Dinner tickets are available until February 13 (subject to availability).**



**FEB 26-28, 2025**  
**CANADA'S PREMIER WINE SHOW**  
VANCOUVER INTERNATIONAL WINE FESTIVAL  
West Coast U.S. WINES

**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, VIVF's Trade Days provides the pre-empt opportunity in Canada to meet the people behind the wines you sell and serve over three days, February 26-28. Get tickets for your team or pick up a two- or three-day **Trade Days Pass** for yourself! With **121 wineries from 15 countries** participating in 12 trade-focused events, there's a lot to discover.

**Buy Now**

**Networking Lunches**


Explore food and wine pairing, catch up with colleagues from around the wine world, and celebrate the achievements of our community.

**Pinet Grigio's Perfect Pairings**  
sponsored by Consorzio DOC della Venezie  
Wednesday, February 26, 12-2 p.m.  
Oceans 999 Restaurant, Pan Pacific Hotel

**Principals Welcome Lunch**  
presented by Hilsbrand Gort  
Thursday, February 27, 11:45 a.m.-1:15 p.m.  
Vancouver Convention Centre West

**Celebrating Excellence: 21st Annual Awards Lunch Featuring U.S. Wines**  
presented by ContanerWorld  
Friday, February 28, 11:15 a.m.-1:15 p.m.  
Vancouver Convention Centre West

**Eat & Greet**



**Engaging Seminars**

Discover the latest wine trends, deep dive in to West Coast U.S. wines, and explore industry issues and solutions.

**Engaging Future Wine Consumers**  
sponsored by California Wines  
Wednesday, February 26, 10-11:45 a.m.  
Vancouver Convention Centre West

**Value & Variety: West Coast Style**  
sponsored by Taste USA  
Wednesday, February 26, 1-2:45 p.m.  
Vancouver Convention Centre West

**Napa Cabernet Retrospective**  
sponsored by California Wines  
Wednesday, February 26, 3-5 p.m.  
Vancouver Convention Centre West

**Three Rings of Sustainability**  
sponsored by the participating wineries  
Thursday, February 27, 9:30-11:30 a.m.  
Vancouver Convention Centre West

**The Taste of Sustainability**  
sponsored by Taste USA  
Friday, February 28, 9:30-11:15 a.m.  
Vancouver Convention Centre West

**Wine Business Solutions**  
sponsored by Sonoma State University, Okanagan College, & Culver Management  
Friday, February 28, 9:30-11:15 a.m.  
Vancouver Convention Centre West

**Winemaking on the Edge**  
sponsored by California Wines  
Friday, February 28, 9:30-11:15 a.m.  
Vancouver Convention Centre West

**Sip & Learn**

**Major Sponsors**

**Delta**, **Vancouver Sun**, **Bacchanalia Gala Dinner + Auction**, **bord**

**Major Partners**

**British Columbia**, **Bliquor**, **WineStarts**, **WISA**

**Premier Sponsors**

**California Wines**, **Destination Vancouver**, **National Wine Festival**, **Stay Vancouver**

**Festival Sponsors**

**Container World**, **Fiji Water**, **Global**, **ITS**, **Subzero**, **Hilsbrand Gort**, **Vancouver**

**Tasting Room**

**ARCA**, **UMBRIA**, **Doro**, **Rishi**, **Sysco**, **Terra Foods**, **Italian Chamber of Commerce**, **New Zealand Wine**, **agcrush**, **Belleby's**, **Washington Wine**, **BC Food + Pacific Radio**

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

# SOCIAL MEDIA

## Instagram @VANWINEFEST

Followers: 9,200  
Views: 342,400  
Reach: 103,500  
Content Interactions: 8,400

[instagram.com/vanwinefest/](https://www.instagram.com/vanwinefest/)

## Facebook @VANWINEFEST

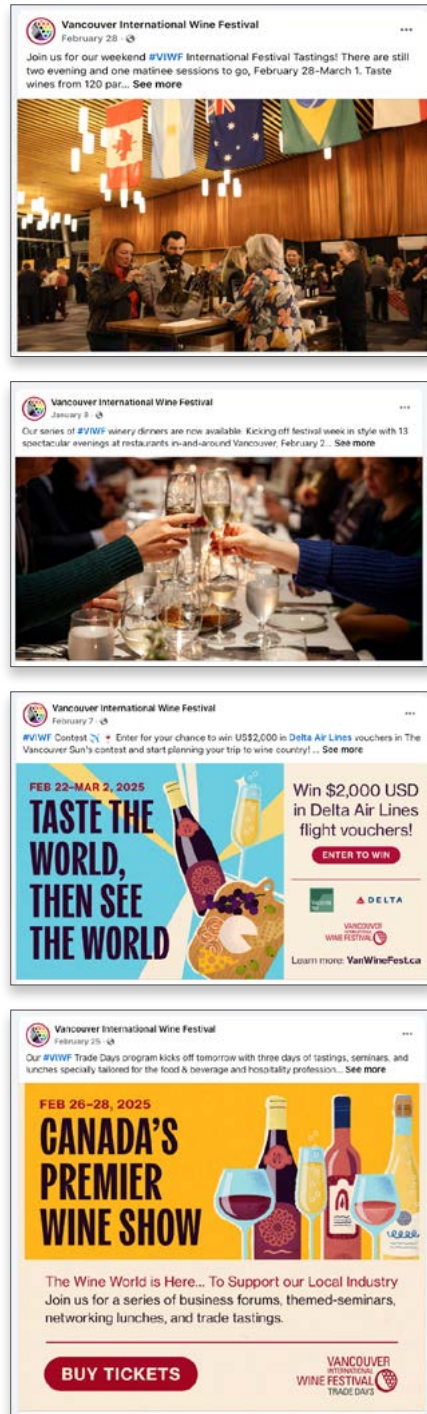
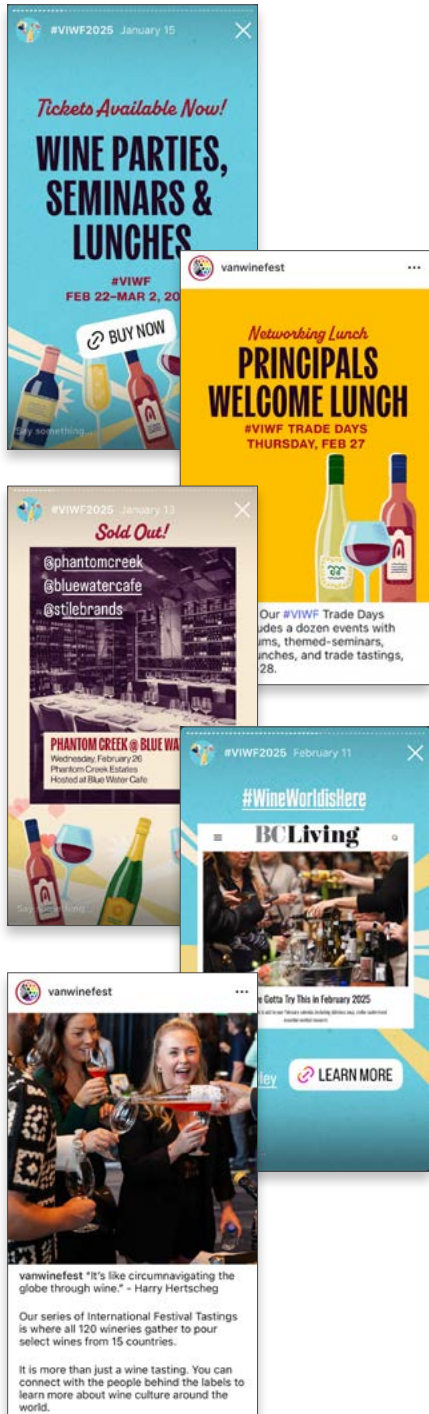
Followers: 7,605  
Views: 565,000  
Reach: 168,000  
Link Clicks: 4,400

[facebook.com/VanWineFest](https://www.facebook.com/VanWineFest)

## X @VANWINEFEST

Followers: 11,500  
Impressions: 67,000  
Engagement: 4,100

[x.com/VanWineFest](https://x.com/VanWineFest)



# DIGITAL & PRINT PUBLICATIONS

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

## Tasting Room Booklet (print)

- Available to download prior to the festival via the website
- 4,000 programs were printed
- Programs were handed out to attendees at all six Tasting Room sessions
- Logo acknowledging Festival Partners, page 7
- 1/4 and 1/2 ads for sponsors dependent on level

## Public Rack Card (print)

- Available at BCLIQUOR Stores and private wine shops in the Lower Mainland
- 4,000 rack cards were printed

## Trade Days Rack Card (print)

- Available at industry events in Vancouver
- 1,500 rack cards were printed




View the full [Festival Tasting Room Program](#).

# EVENT PUBLICATIONS


A number of programs are produced for public seminars, tastings, lunches, and Trade Days events. Sponsor and partner logos were included in the Festival Toast program, a VIP reception opening the International Festival Tastings.

**THANK YOU!**


MAJOR SPONSORS




MAJOR PARTNERS




PREMIER SPONSORS




FESTIVAL SPONSORS




SPECIAL EVENTS





TASTING ROOM



FESTIVAL SUPPORTERS & SPECIAL THANKS





Sponsored by the participating wineries and 

Graciously co-hosted by the U.S. Consulate General.

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

**Thursday, February 27**  
 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

**FEATURED WINES:**

**TIRRIDDIS SPARKLING WINES** Columbia Valley, Washington  
 House Rose Brut NV  
 SKU: 320022 / Est. Retail Price: \$38.99  
 Vine Star: Andrew Gerow, Co-Founder / Winemaker  
 Sales Contact: The Delf Group, inquiries@delfwines.com

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**BOOKER WINES** San Luis Obispo, California  
 Booker Perle 2021  
 SKU: 354801 / Est. Retail Price: \$99.99  
 Vine Star: Carson O'Connor, Brand Ambassador  
 Sales Contact: Arterra Wines Canada, colin.brodie@arterracanada.com

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**THE PRISONER WINE COMPANY** Napa Valley, California  
 Domaine Curry Cabernet Sauvignon 2021  
 SKU: 339013 / Est. Retail Price: \$99.99  
 Vine Star: Drew Schneider, Brand Ambassador  
 Sales Contact: Arterra Wines Canada, colin.brodie@arterracanada.com



VANCOUVER INTERNATIONAL WINE FESTIVAL

FEB 26-28, 2025

**CANADA'S PREMIER WINE SHOW**



Welcome to  
**Celebrating Excellence:  
 21st Annual Awards Lunch**  
 Friday, February 28, 2025  
 Vancouver Convention Centre West

PRESENTED BY  


SPONSORED BY  
 THE PARTICIPATING WINERIES  
 GRACIOUSLY CO-HOSTED BY THE  
 U.S. CONSULATE GENERAL

BENEFITING  


VANCOUVER INTERNATIONAL WINE FESTIVAL

FEB 22-MAR 2, 2025

**THE WINE WORLD IS HERE!**



Welcome to  
**PICA Kitchen Party**  
 Sunday, March 2 – 12-2 p.m.  
 Pacific Institute of Culinary Arts

SPONSORED BY  


BENEFITING  


## VIDEOS

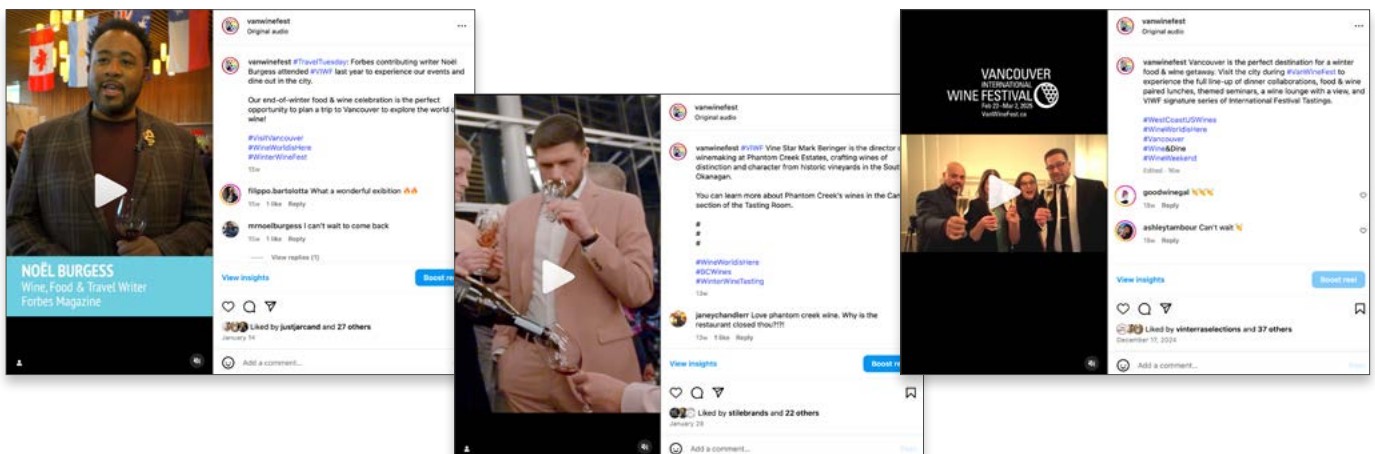
Videos were produced to highlight festival activities for both local and out-of-town attendees. Posted on the website and in e-newsletters and social media, the videos showcase festival events in downtown Vancouver and promote our partners and city.



[Watch all videos here.](#)

## REELS

Reels were posted on social media with interviews of winery principals and special guests filmed on the Tasting Room floor.



# Media

## PROMOTIONAL ADVERTISING

The festival's advertising campaign had a six-month cycle starting in late fall and ending post-festival. Ads were placed in print and digital publications for public and trade events in Vancouver, Vancouver Island, in the Pacific Northwest and across Canada. Media outlets included daily news, lifestyle magazines, trade and wine-focused publications.

**FEB 22-MAR 2, 2025**  
**EXPLORE WEST COAST U.S. WINES**

Take an incredible wine journey down the Pacific Coast at the 40th Annual Vancouver International Wine Festival. The upcoming festival features 121 wineries from 15 countries, including 50 wineries from California, Oregon, and Washington State. Learn more about West Coast U.S. wineries in a dedicated section of the Tasting Room, as well as at the spectacular Saturday lunch, **Taste of America**. Festival week will include 24 West Coast U.S.-themed events in 14. Several winery dinners are already sold out, but there are still excellent opportunities to discover top drops from Washington, Oregon, and California and meet the people behind the labels.

Visit [VanWineFest.ca](http://VanWineFest.ca) and click through our interactive Festival at a Glance to learn more about all festival events.

**INTERNATIONAL FESTIVAL TASTINGS**  
Wineries from Washington, Oregon, and California take center stage in the Tasting Room. Explore award-winning wines from the West Coast at regional tasting stations hosted by California Winery and Taste Club.

Thursday February 27 | 2:00 p.m.  
Friday February 28 | 1:00 p.m.  
Saturday March 1 | 2:30-4 p.m. & 5-10 p.m.  
VOC West, Salmon Co.  
\$150-\$200

**DELTA AIR LINES TASTING LOUNGE**  
Upgrade your tasting experience, sample an assortment of exclusive West Coast U.S. wines and enjoy gourmet bites at an exclusive lounge adjacent to the Tasting Room.

Friday February 28 | 6-8 p.m.  
Saturday March 1 | 2-4 p.m. & 8-9 p.m.  
VOC West, Ocean Foyer  
\$200-\$250

**DISCOVER PASS ROBLES** **NEW!**  
Enjoy an unforgettable evening of wine and food with Robles Wine Club quality wines paired alongside the culinary creations of Chef Lee Cooper.

Tuesday, February 25 | 8:00-10 p.m.  
Lantern  
\$240  
Winery Dinner

**UNCOVERING CALIFORNIA AT THE VICTOR**  
Join California award-winning winemaker, Victor Donatelli hosts a remarkable evening paired to contemporary Pacific Northwest wineries with wines from prestigious California wineries.

Tuesday, February 25 | 6:30-10 p.m.  
The Victor  
\$240  
Winery Dinner

**EMERSON UNUSUALLY OREGON** **NEW!**  
Emerson winemaker, Justin Sederfeld of Ronney Strong Wine Estates for an incomparable evening of award-winning Oregon wine paired with delicious French bistro fare.

Wednesday, February 26 | 6:30-10 p.m.  
Alcove Bistro  
\$275  
Winery Dinner

**HOW TO BUY TICKETS**  
By Phone: 604 673-3011 | Monday-Friday 9:30 a.m.-4:30 p.m.  
Online: [VanWineFest.ca](http://VanWineFest.ca) | 24/7

Full event details available online - scroll to view your festival journey. All prices are inclusive of wine, food, and event applicable, gratuities, service charges, and taxes. No Minors, 16 years or older only.

**REDEFINING TASTE**  
Enjoy premium wines from The Prosecco Wine Company paired with a decadent dinner from Canada's famed steakhouse.

Wednesday, February 26 | 6:30-10 p.m.  
The Stag Steakhouse & Bar  
\$175  
Winery Dinner

**WEST COAST WINE ALLIANCE**  
Discover the best wines that put the West Coast on the global stage at this seminar highlighting renowned California, Oregon, and Washington producers and their storied wines.

Thursday, February 27 | 6:45-8:45 p.m.  
VOC West, MRS 109  
\$60  
Wine Seminar

**TASTE OF AMERICA**  
All West Coast U.S. wineries gather for an afternoon of wine, food, and music set against the stunning backdrop of Coal Harbour and the North Shore mountains.

Saturday, March 1 | 10-2 p.m.  
VOC West, Level 8  
\$145  
Cooking Lunch

All U.S.-themed events are graciously co-hosted by the U.S. Consulate General.

**WINE PARTNERS**  
DELTA | VANCOUR SUN | OCEANIC | BOUTIQUE | IVISA

**FOOD PARTNERS**  
FREDERICKS | BOUTIQUE | VANCOUR SUN | WINE FESTIVAL

#VWFF | @VanWineFest | X | In | Sign up for E-News at [VanWineFest.ca](http://VanWineFest.ca)

**FEB 22-MAR 2, 2025**  
**TASTE THE WORLD**

**INTERNATIONAL FESTIVAL TASTINGS**

The Wine World is Here for the 40th Vancouver International Wine Festival with over 100 countries at your disposal at the International Festival Tastings. A highlight of the Tasting Room will be a sample 100+ wines from 10 countries.

The full schedule is part of the Tasting Room Program at [VanWineFest.ca](http://VanWineFest.ca) to plan your Tasting Room visit. All tastings are held at the Tasting Room, which is available for the Festival at a Glance. Our festival app is also available to help you navigate the Tasting Room wines and make notes.

**TASTING TIPS**

1. Plan to try 10-15 wines at the Tasting Room. There are many opportunities to sample more than 100+ wines from 10 countries. Plan to try 10-15 wines at the Tasting Room. There are many opportunities to sample more than 100+ wines from 10 countries.
2. Take notes on each wine. Write down the name of the wine, the winery, and the country. This will help you remember the wine and share your experience with others.
3. Don't be afraid to ask questions. The staff at the Tasting Room are happy to help you learn more about the wines and the wineries.
4. Enjoy the food and drink. The Tasting Room is a great place to enjoy a meal and a drink while you taste the wines.
5. Share your experience. Talk to other wine lovers and share your thoughts on the wines you've tasted.

**WINE STARS SHINE AT SEMINARS**

Meet with award-winning winemakers from around the world and learn about their craft. Seminars are held at the Tasting Room and are a great way to learn more about the wines and the wineries.

**ENHANCE YOUR EXPERIENCE**

Upgrade your tasting experience with an assortment of exclusive West Coast U.S. wines and gourmet bites at an exclusive lounge adjacent to the Tasting Room.

Friday February 28 | 6-8 p.m.  
Saturday March 1 | 2-4 p.m. & 8-9 p.m.  
VOC West, Ocean Foyer  
\$200-\$250

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DELTA | VANCOUR SUN | OCEANIC | BOUTIQUE | IVISA

**FOOD PARTNERS**  
FREDERICKS | BOUTIQUE | VANCOUR SUN | WINE FESTIVAL

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**CANADA'S PREMIER WINE SHOW**

**43 EVENTS** | **15 COUNTRIES** | **121 WINERIES** | **1,000 WINES**

**FREE TICKET with hotel booking!** Visit [StavVancouverHotels.com](http://StavVancouverHotels.com)

**TRAVEL DATE, FEBRUARY 20, 2025**  
2 events scheduled for the Vancouver International Wine Festival.

**INTERNATIONAL FESTIVAL TASTINGS**  
Four fantastic tastings featuring 432 wineries and 1,000+ BOUTIQUE wine shops.

**WINE & DINE**  
14 outstanding wine paired dinners at 14 Vancouver hotels & restaurants.

**TICKETS & QUESTIONS**  
VanWineFest.ca  
604.673.3011 | 1.877.301.3011  
Event@VanWineFest.ca

**WINE PARTNERS**  
DELTA | VANCOUR SUN | OCEANIC | BOUTIQUE | IVISA

**FOOD PARTNERS**  
FREDERICKS | BOUTIQUE | VANCOUR SUN | WINE FESTIVAL

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**FEB 22-MAR 2, 2025**  
**THE WINE WORLD IS HERE**

**FREE International Festival Tasting Ticket**  
when you book your hotel with **STAY VANCOUR**

**BOOK NOW** | **VANCOUVER WINE FESTIVAL**

**FEB 22-MAR 2, 2025**  
**THE WINE WORLD IS HERE**

**Discover the World of Wine at the 2025 Vancouver International Wine Festival**

121 wineries • 15 countries • 43 events • 8 days  
Tickets on sale now at [VanWineFest.ca](http://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 TO WIN AT [VANCOUVERSUN.COM/CONTESTS](http://VANCOUVERSUN.COM/CONTESTS)**

**WINE PARTNERS**  
DELTA | VANCOUR SUN | OCEANIC | BOUTIQUE | IVISA

**FOOD PARTNERS**  
FREDERICKS | BOUTIQUE | VANCOUR SUN | WINE FESTIVAL

#VWFF | @VanWineFest | X | In | Sign up for E-News at [VanWineFest.ca](http://VanWineFest.ca)

**What is happening in Victoria's food scene this week?**

A Victoria restaurant with a 5-star rating on Google, all the food events in 2025, best places to eat in Tofino, Whisky festival, and more!

Emily Kade  
January 19, 2025

**TASTING VICTORIA** | **VANCOUVER WINE FESTIVAL**

**Visit Vancouver to taste the world**

Plan a trip to Vancouver this winter to explore the world of wine at the Vancouver International Wine Festival. February 22-March 2, 2025. The festival features 121 wineries from 15 countries participating in 43 events, with a spotlight on West Coast U.S. wineries. From educational wine seminars, grand tastings and award parties, to lively lunches and winery dinners, the festival offers experiences to please every palate.

Book a stay at one of [StavVancouverHotels.com](http://StavVancouverHotels.com)'s 43 downtown hotels and receive a free International Festival Tasting ticket to the season of your choice, February 27-March 1. Book now to save nights and receive free tickets. Taste the world at VanWineFest and then complete your wine and food journey by exploring Vancouver's vibrant and award-winning restaurant scene.

**FEB 22-MAR 2, 2025**  
**THE WINE WORLD IS HERE**

**8 DAYS** | **15 COUNTRIES** | **43 EVENTS** | **121 WINERIES** | **1,000 WINES**

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Event@VanWineFest.ca

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See all promotional advertising ads [here](https://www.vancouverwinefestival.com).

# EDITORIAL COVERAGE

In 2025, 103 accredited media attended the gala, dinners, lunches, seminars, and tastings. In total, the festival received over 125 million earned media impressions through editorial coverage in print, digital, television, and radio mediums. Media sectors included business, lifestyle, travel, and wine.

Here is a selection of the coverage received:

## ONLINE & PRINT

**The Telegraph**  
The best things to do in Vancouver this winter  
From glamping, \$500-a-night weekend retreats to hot air ballooning, here are the top things to do in Vancouver this winter.

**7 Vancouver International Wine Festival**  
22 February to 3 March, 2025  
Vancouver, along with its surrounding areas, has a claim to producing some of the best wine in Canada. From a visit in February to some of its most renowned wineries, we'll explore the local and international wineries come together to bring tastings, panel discussions, master talks and a range of other events to the festival's own signature tasting room.

**RICHMOND NEWS RN**  
Column: Vancouver International Wine Festival 2025 preview  
A look into Booker Winery's offerings at this year's wine festival in Vancouver.



**SCOUT**  
Explore the Wines of Croatia with Provence Marinaside



**THE GOODS FROM PROVENCE MARINASIDE**  
Vancouver, BC | Tucked away on the eastern coast of the Adriatic in Croatia is a nation with a wine-making culture dating back 3,000 years to the ancient Greeks. This diverse country boasts three main wine regions - each of which is divided into sub-regions which are divided again into even smaller wine areas resulting in more than 300 geographically defined wine producing areas.  
Tuesday, February 25th Join Executive MasterChef's Chef Anne Proctor (Double and Wine Director) Joshua Cohen and special guests as they take you on a journey of discovery through Croatia with a focus on the Wines of Croatia - a special wine dinner presented as part of The Vancouver International Wine Festival.

**NATIONAL POST**  
Salish: Explore the Vancouver International Wine Festival's boutique offerings and the ultimate West Coast food pairing

The Vancouver International Wine Festival returns this year, and having dodged U.S. President Donald Trump's tariffs for at least another month, it appears it is full speed ahead.  
What we know is that along with the U.S. West Coast wineries of California, Oregon, and Washington, there will be 75 other producers from around the world. Winers all are passionate wine-making, the world over, and we have focused on the rest of the world, including some of the 20 local producers that will journey to Vancouver (that is the end of the story to get the wine checklist).  
It should not be lost on anyone that a large part of the rise in Canadian wine quality and the presence of retail among B.C. wine consumers can be attributed to the festival and its role in developing a strong local wine culture.

**17 best Cabernets**  
The king of red never really disappears when it's ripe, and the wine is in balance. There is an extra time for this one, and we couldn't fit them all in. Here are some labels to look for while wandering the rows or your local wine shop.  
• Black Sage Vineyard 2022 Cabernet Sauvignon, Okanagan Valley, B.C. \$35

**The Province**  
Checklist: 24 must-try wines at the 2025 Vancouver International Wine Festival tasting room  
Heading to the Vancouver International Wine Festival? You'll want to bring this checklist.

**24 Things You Have to Do in Vancouver This Year**  
Vancouver hosts a party, and so does a host of friends celebrating anything from the holidays and cherry blossoms in winter and before make the city a year-round party town.

**VANCOUVER MAGAZINE**  
February's Top 10 Food Events in Vancouver: Where to Feast This Month  
With one exception to the 2025 food and drink calendar in Vancouver.  
In stark contrast to this slow January, this month is stacked with stellar food: food as for your Superbowl party plans, a rare michu no tasting experience, a Greek celebration of grilled meats and some do-za-mis *Louie New Year* eats, including a post-party food fest in Chinatown and a slumping eating center you should head to for some *meatballs*.

**604 NOW**  
Vancouver International Wine Festival 2025

**straight**  
Vancouver International Wine Fest has revealed its 2025 programming and early-bird tickets



**stir**  
Vancouver International Wine Festival 2025 set to spotlight 121 wineries from 15 countries

Top picks from Napa Sauvignon Blanc to Columbia Valley Merlot, plus advice for hitting an international assortment at this year's Band on the Beach fundraiser.  
BY GAIL LAWRENCE



**VANCOUVER SUN**  
B.C. LABELS CHALLENGE BURGUNDY WITH QUALITY PINOT NOIR OPTIONS  
First-time drinkers and veteran oenophiles appreciate flavours of this Pinot grape.  
Pinot noir is the most popular red wine grape in the world, and it's also one of the most challenging to grow. In British Columbia, the climate is just what the doctor ordered for this grape, and the resulting wine is a true gem. It's a wine that's been gaining a reputation for its quality and character, and it's now being recognized as a serious contender to Burgundy's Pinot Noir.

**VITA**  
Vancouver International Wine Festival Highlights: Explore With Seminars, Dinners & Tastings

If you've ever planned to travel internationally, you'll know that Vancouver International Wine Festival is a must-visit event. It's a celebration of wine, food, and culture that brings together wineries, chefs, and wine lovers from around the world. The festival is a great opportunity to explore the best of what Vancouver has to offer, and it's a chance to enjoy some of the best wine in the world.

**WINE BUSINESS**  
Celebrating Excellence: Wivf Announces 2025 Trade Competition Winners

Press Release  
Spirited Industry Professional, Sommelier of the Year, Wine Program Excellence Awards  
by Vancouver International Wine Festival  
Feb. 28, 2025

VANCOUVER, BC (Feb. 28, 2025) - The Vancouver International Wine Festival announced the 2025 trade competition winners on Friday, February 28 at Celebrating Excellence: 21st Annual Awards Luncheon, presented by ContenderWorld. The Celebrating Excellence program is part of WIVF Trade Days, the event honours those professionals who contribute to this region's exceptional wine and food culture. Guests enjoyed a meal prepared by Vancouver Convention Centre executive chef Natascha Rangan, elegantly matched with a selection of 20 wines from Italy.

## TV

### Global TV Saturday Sips

Reach: 10,400,000



### CityNews Vancouver

Reach: 1,220,000



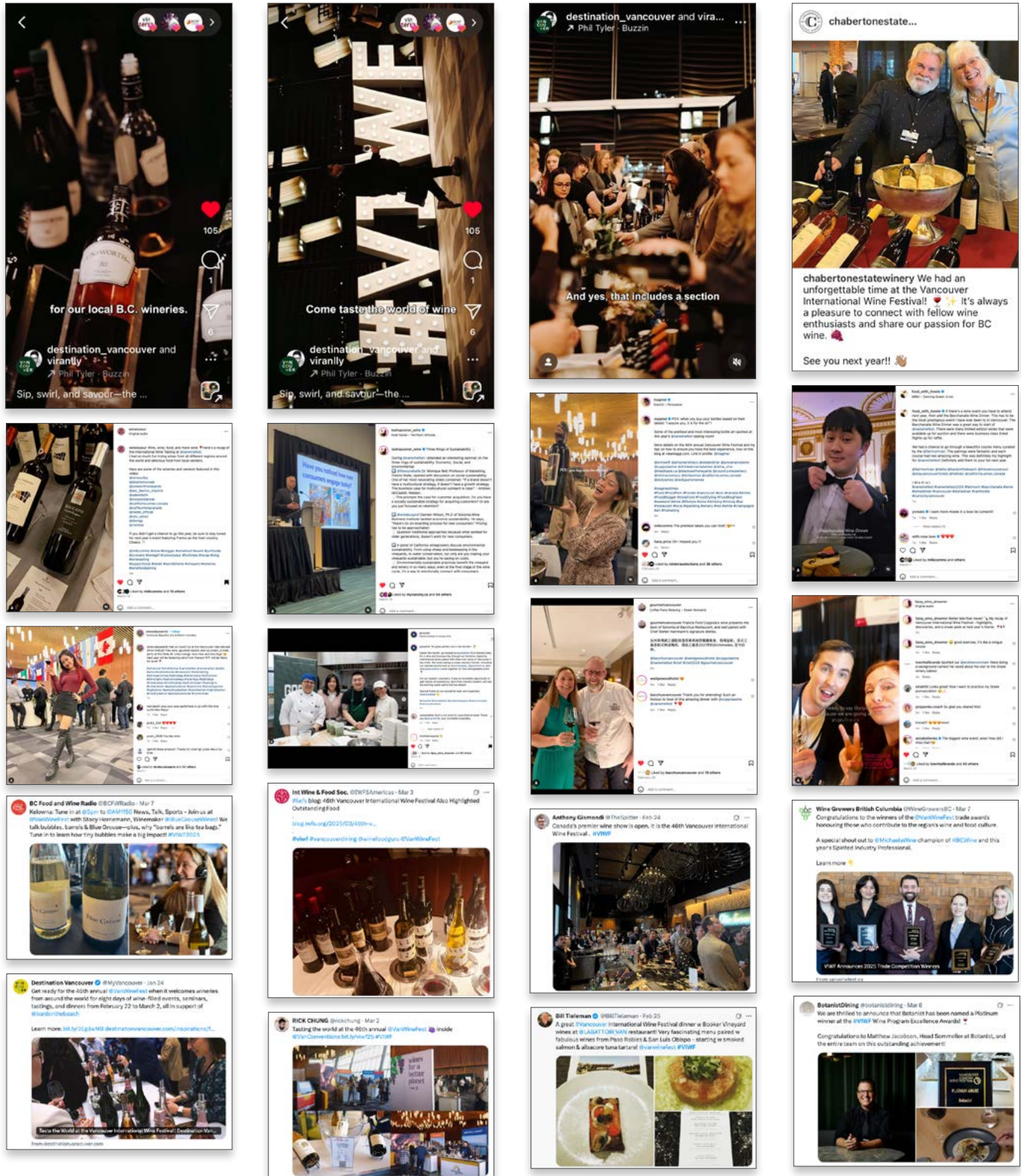
## RADIO



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

# SOCIAL MEDIA COVERAGE

Attending media, influencers, partners, principals, and attendees were active posting coverage pre-festival on social media as well as from the Tasting Room floor and at events all week long. Here are a sample of posts generated.



# Sponsorship Opportunities

There are sponsorship opportunities available for all levels for our 47th annual festival, March 7-14, 2026, featuring France as the theme country.



## About VIWF

The Vancouver International Wine Festival is Canada's premier food & wine event, consistently ranked the #1 Food, Wine & Hospitality Event in Canada by New York's BizBash and named one of the world's top 10 wine trade shows by Wine International Association. As a not-for-profit society, the festival has three mandates: to provide an informative, educational and entertaining wine experience for public and trade; to be a premier marketing opportunity for the wine industry and festival partners; and to raise funds for the Bard on the Beach Theatre Society. Since inception in 1979, the festival has raised more than \$10.3 million for the performing arts.

### To learn more contact:

Trish Metcalfe  
Operations Manager  
trishmet@shaw.ca

### Photography:

Christine McAvoy [@christine\\_mcavoy](#)  
Marjo Wright [@marjowright](#)

### Design:

Massif Creative [@massifcreative](#)