

WHY PRESENT YOUR WINES AT VIWF?

INCREASE YOUR SALES – ONSITE AND OFF

- VIWF offers wineries opportunities to connect with buyers, owners, executive chefs, sommeliers and servers from throughout British Columbia, and beyond, through our Trade Days events.
- Private retailers and restaurateurs are well-represented at Trade Tastings and other trade events; approximately half of all 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 more than \$1 billion in net revenue.
- The province is third-largest wine market in Canada by total sales and volume.
- As of 2024, Canada was the **world's fourth largest wine importer** in dollar value, at just under \$2 billion USD, after the United States, United Kingdom, and Germany, but higher than both the United States and Germany on a per capita basis.
- In 2026, the onsite BCLIQUOR wine shop sold **7,746 bottles** over three days with sales of **\$298,059** and free delivery of purchases to any store in British Columbia. The average price per bottle was **\$38.48** with average gross sales of **~\$2,660** per winery.

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

- VIWF is Canada's premier wine show and widely regarded as the best wine show on the continent.
- The **#1 Food, Wine & Hospitality Event in Canada** – BizBash
- Named one of the **top 10 wine trade shows in the world** by Wine International Association
- Established in 1979, 2027 will be the 48th festival.
- The festival **offers a range of events** – trade and high-end consumer seminars, winery dinners, lunches, wine parties and more.
- Special events provide additional **profile to wineries**, both in festival promotion and media coverage. **\$420,000 marketing budget** – festival wineries and principals are a key feature of the festival's marketing initiatives.
- **140+ million worldwide impressions** through earned media (editorial) in 2026.
- In 2026, **105 media** were accredited from across North America.

CONNECT WITH KEY INFLUENCERS, SOPHISTICATED CONSUMERS & NEW CUSTOMERS

- 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.
- About a quarter of all attendees are under the age of 35, and about a quarter of all attendees are new to the festival having only attended one or two years, and VIWF plans to build on that success.
- For the 2027 festival, there will be a particular focus on events and initiatives that attract and engage new customers to wine, particularly young consumers and other emerging wine segments.

"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 bring new customers to wine, increase wine sales, and celebrate our shared passion for wine." Harry Hertscheg, VIWF Executive Director

WHAT DO THEY SAY ABOUT VIWF?



"No event encapsulates [this] global unity through the art of winemaking quite like the Vancouver International Wine Festival... This unrivaled celebration of oenophilia is a testament to the worldwide beauty found in each and every glass."

Noël Burgess, Forbes

"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

"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

"We come to Vancouver for this fantastic festival to interact with our customers. We find that the best of the best in terms of the trade and the wineries are all here."

Sara Triggs, Sales & Marketing Manager, Culmina Estate Family Winery

"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

"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

"I never miss a festival. It is so important because the whole wine community is here in Vancouver, in British Columbia. And it's such an excellent place for people to show off what they're making - talk to producers from all over the world, speak with sommeliers, wine buyers, retail people, media."

Chris Turyk, Unsworth Vineyards

"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 Agrícola do Sanguinhal



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) 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, March 11 (\$109 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 (~140 million media impressions in 2026): 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).
- Promotional flyers: 4,000 brochures distributed to local wine stores.
- Tasting Room Program (~4,000 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.
- Website vanwinefest.ca (~76,225 active users 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 (~7,700 followers), Instagram (~10,000 followers), and X (~11,400 followers).

