
2027 SPECIAL EVENT WINE SUBMISSION GUIDELINES

Special event participation is an opportunity to enhance your winery's profile in the festival and ideally to showcase wine(s) not poured in the Tasting Room. Participation in special events is optional, but encouraged, and willingness to participate in special events is given consideration by the Winery Selection Committee during the selection process.

The 2027 festival will spotlight Mediterranean wines and focus on events and initiatives that attract and engage new customers to wine, particularly young consumers and other emerging wine segments. See event notes below for specific requirements.

EVENT PARTICIPATION

This is an international festival and every effort is made to provide opportunities for suppliers from all countries to participate in events. Only wineries selected to participate in the festival may be involved in special events. Event coordinators/moderators may, with the approval of the festival's Board of Directors, select a wine from a non-participating winery should it be determined that the aim of the event would be compromised otherwise. These wineries must be represented by participating agencies. While not all suppliers can participate in special events each year, opportunities exist for the majority. Please see the Sponsored Event Proposal Guidelines for additional event participation opportunities.

The festival strongly recommends that a winery principal attend the event to present their selected wines.

TRADE DAYS

This two-day program—Thursday, March 11-Friday, March 12—involves over 5,800 trade attendees and participants from leading establishments in the wine, food and hospitality industry from across Canada. Representatives include owners/buyers, retailers, media, food and beverage directors, sommeliers, servers and wine industry executives. In addition to the two dedicated Trade Tastings, opportunities for winery participation include wine seminars (either single or multi-supplier), lunches, and theme events.

WINE REQUIREMENTS

The majority of special events require a minimum of 1 x 9L case or equivalent. Pour sizes range from 1 to 4 ounces depending on the style and specifications of the event. One bottle per case is factored in for corkage/flaws/breakage/spillage.

WINE SUBMISSION PROCESS

During the online application process—June 1 to 30, 2026—agents are able to submit wines to special events that have been prioritized for the 2027 festival. Special events include both Consumer and Trade Days events, and are grouped into three sections for the 2027 festival: Consumer Events; Trade Events; and Wine Bars. These event concepts will be finalized in August following winery selections. Wineries interested in participating in special events should submit wines that fit the event concept. **Principals are strongly encouraged to be in attendance at each event to represent and speak about their wines, but will not be required in 2027.** The following multi-supplier events, listed in chronological order within three sections, have been prioritized for the 2027 festival.

CONSUMER EVENTS

BACCHANALIA GALA DINNER + AUCTION (Saturday, March 6, 6:00-11:00 pm)

The Bacchanalia Gala Dinner + Auction is the centrepiece event of our festival and the main source of fundraising for the designated charity, Bard on the Beach Shakespeare Festival. About 200 of Vancouver's business and community leaders attend this event, popular with wine collectors and sommeliers. This five-course meal is paired with 8-9 wines, including reception wines, for an exceptional food and wine experience. Throughout the reception and meal, patrons have the opportunity to bid on rare, valuable and unique wines.

Wineries with selected Gala dinner wines will have \$490 of their winery table fee returned. If an auction item, with a retail minimum of \$600, has also been contributed, the full \$790 will be returned. All wineries participating in the auction will receive additional marketing profile through our Gala marketing materials and recognition during the event. Auction items of significant value (greater than \$2,500) may be included in the Live Auction (space permitting) and will result in added profile for the donating winery. There is a minimum \$50 price point for dinner wines.

Winery participation through a Gala dinner wine entails the donation of:

- 2 x 9L cases of sparkling wine for the reception OR
- 2 x 9L cases of dinner wine OR
- 2 x 9L cases of port or dessert wine, plus
- two sample bottles for the Executive Chef to be supplied to Visnja Vukelich by October 30, 2026 (one bottle of the reception wine).

Suppliers donating wine to the Gala dinner and reception receive enhanced marketing opportunities in addition to the standard participation benefits:

- two complimentary tickets to the Gala for a winery representative and a guest;
- principal publicly introduced at Gala (if present);
- link to the winery homepage on the Gala page of the festival website;
- one-page profile in the Gala dinner menu/auction catalogue;
- one-page colour ad in dinner menu/auction catalogue;
- Gala star icon on Tasting Room winery sign;
- product sales display for Gala dinner wines in the on-site BCLIQUOR Store.

CRUISING CALIFORNIA (Wine Mingler, Wednesday, March 10, 7:30-9:30 pm)

The ultimate celebration of the Golden State's vibrant wine scene! This electric, walk-around event at Earls Yaletown showcases the best of California's wines in a stylish, lively setting. Immerse yourself in a night filled with delicious wines and perfectly paired bites. California wineries only.

- 1 wine, 12 x 750 ml
- Sponsored by California Wines

THE SHAPE OF WINE (Consumer Seminar, Thursday, March 11, 5:15-6:45 pm)

How does the glass amplify the wine? This seminar will feature wines showcased in Riedel glassware, the perfect glass for wine connoisseurs. The following wines will be featured: Sauvignon Blanc, oaked Chardonnay, Pinot Noir, and Cabernet Sauvignon.

- 1 wine, 12 x 750 ml (six bottles will be reserved for the Riedel booth in the Tasting Room)
- Sponsored by Riedel

MEDITERRANEAN WINES (Consumer Seminar, Thursday, March 11, 5:15-6:45 p.m.)

Bring the Mediterranean sun to end-of-winter Vancouver. Mediterranean wines are distinguished by their warm, sunny climates and unique coastal influence. This consumer seminar will explore what factors create an iconic glass of Mediterranean wine – terroir, climate, indigenous varietals, and more. Wines from Mediterranean regions only (southern Spain, southern France, Italy, Greece, Croatia, Türkiye).

- 1 wine, 12 x 750 ml
- The participation fee for this event is \$100 + GST

GATEWAY TO GLOBAL WINES (Consumer Seminar, Friday, March 12, 5:15-6:45 p.m.)

A follow-up to last year's popular Passport to Global Wines, this seminar will feature wines that excite the palate, introducing new discoveries for attendees, especially Gen Z. Off-dry wines in particular are an excellent "gateway" to those early in their wine journey. Suggested wines: Riesling, Gewürztraminer, Chenin Blanc, Moscato, Lambrusco, Champagne, Tokaji, Sherry, Brachetto d'Acqui, Recioto della Valpolicella, Pinot Gris, Torrontés, Ehrenfelser.

- 1 wine, 12 x 750 ml
- The participation fee for this event is \$100 + GST

10th ANNUAL PICA KITCHEN PARTY (Grazing Lunch, Saturday, March 13, 11:30 am-1:30 pm)

"All great parties end in the kitchen." Take a wine and food journey through the kitchens of the Pacific Institute of Culinary Arts (PICA), featuring international wines matched with a small bite prepared by top Vancouver chefs. Each kitchen highlights a wine and food pairing, with the chef and winery representative sharing insights on what makes this pairing perfect. One sample bottle is required to assist the chef with the food pairing.

- 1 wine, 12 x 750 ml
- The participation fee for this event is \$200 + GST

BUBBLES 'N' BRUNCH (Grazing Lunch, Saturday, March 13, 11:30 am-1:30 pm)

Sparkling wine is incredibly food friendly, cutting through rich textures and cleansing the palate, while making life just a little fizzier. What better way to spend a Saturday brunch than sampling tasty bites and sipping sparklers? All styles of sparkling wines are all welcome.

- 1 wine, 12 x 750 ml
- The participation fee for this event is \$200 + GST

MEDITERRANEAN FLAVOURS AT LASALLE (Grazing Lunch, Saturday, March 13, 11:30 am-1:30 pm)

Mediterranean food meets Mediterranean wines at a gourmet walk-around lunch at LaSalle College Vancouver. Enjoy delicious dishes prepared by LaSalle students, under the direction of Chef Julian Bond, paired with an exciting range of Mediterranean wines. Mediterranean regions only (southern Spain, southern France, Italy, Greece, Croatia, Türkiye).

- 1 wine, 12 x 750 ml
- The participation fee for this event is \$200 + GST

THINK PINK! A ROSÉ LUNCH (Sit-down Lunch, Saturday, March 13, 11:30 am-2:00 pm)

Celebrate spring early with an all-pink lunch, featuring rosé wines of all styles from around the world. Whether they're sparkling, light and dry, or full-bodied and fruity, rosés make for perfect pairings with a wide variety of dishes.

- 1 wine, 12 x 750 ml
- The participation fee for this event is \$200 + GST

TRADE EVENTS

MEDITERRANEAN WINES (Trade Seminar, Thursday, March 11, 10:00-11:45 am)

The Mediterranean is a diverse and historic wine region that was essential in the spread of wine culture. It is also one of the most vulnerable areas in the world, with the region warming at twice the rate of the global ocean average. How can producers adapt to new styles and conditions, show resilience, and still honour their history. Wines from Mediterranean regions only (southern Spain, southern France, Italy, Greece, Croatia, Türkiye).

- 1 wine, 12 x 750 ml
- The participation fee for this event is \$100 + GST

AUSTRALIA'S VARIETAL EVOLUTION (Trade Seminar, Friday, March 12, 10:00-11:45 am)

The vineyard landscape in Australia has evolved in response to a changing environment and global marketplace. Much of the change centres on experimentation with new varieties; however, the many old vine heritage sites are showing why they were planted in the first place. This seminar will explore an important element of a sustainable future for Australia – varietal suitability and evolving wine styles.

Australian wineries only.

- 1 wine, 6 x 750 ml
- Sponsored by Wine Australia

CELEBRATING EXCELLENCE: 23RD ANNUAL AWARDS LUNCH FEATURING GLOBAL WINES

(Trade Lunch, Friday, March 12, 11:45 am-1:45 pm)

This year's annual awards lunch will feature global wines intended to capture the attention of sommeliers and trade wine buyers, with a particular focus on food-friendly whites, reds, rosés, and sparkling wines. This is an opportunity to intrigue and inspire the on-premise trade with wines that would shine on a well-respected wine list, including a wines-by-the-glass program. Attended by owners, wine directors, sommeliers and representatives from many of BC and Alberta's top restaurants, this awards ceremony includes the presentation of the Wine Program Excellence Awards, Sommelier of the Year, Wine Retailer of the Year, Terry Threlfall Scholarship, and Spirited Industry Professional.

- 1 wine, 12 x 750 ml
- The participation fee for this event is \$200 + GST

REGIONAL TASTING STATIONS & VIWF WINE BARS

CALIFORNIA

Experience the vibrancy of the "New California" at the Golden State regional booth, where a wide array of high-quality wines from across the state will be showcased. Seeking unique and diverse varietals of wines not featured in the Tasting Room to highlight the following regions: Lodi, Napa, Sonoma, Central Coast.

- 1 wine, 12 x 750 ml
- Sponsored by California Wines

MEDITERRANEAN WINES

Festivalgoers can take a one-stop wine journey around the Mediterranean, from Spain to Türkiye with stops in Southern France, Italy, Croatia, and Greece. It's an oenological cruise under the sails. Wines from Mediterranean regions only (southern Spain, southern France, Italy, Greece, Croatia, Türkiye).

- 1 wine, 12 x 750 ml
- The participation fee for this event is \$100 + GST

PUT SOME SPARKLE IN YOUR LIFE WINE BAR

A tasting station celebrating all things sparkling in the International Festival Tasting Room. Different expressions of sparkling wine, such as prosecco, champagne, cava, crémant, ancestral, pet-nat are sought to provide festivalgoers with the opportunity to compare and contrast different styles.

- 1 wine, 12 x 750 ml
- The participation fee for this event is \$100 + GST