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[Wineries at VIWF](#)



## Top 10 reasons to exhibit your wines at 2019 Vancouver International Wine Festival

### 1. CONNECT WITH TRADE, AFFLUENT CONSUMERS AND INTERNATIONAL/NATIONAL MEDIA

#### a) Winery principals on why they exhibit at VIWF:

- *"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 (Australia)**
- *"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, Compahia Agricola do Sanguinhal (Portugal)**
- *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 (USA: California)**
- *"People really want to learn, really want to know more in detail about the wines from all over the world."* **Daniel Castaño, Familia Castaño (Spain)**
- *"Very nice people, lots of interest and demand. [After our first year], we had a 400 percent increase at BC Liquor Stores."* **Marica Bonomo, Monte del Frà (Italy)**

#### b) Connect with international, national and local media at VIWF:

In 2018, 150 accredited media came from across Canada, the United States and as far away as India. See details in 10.b)

### 2. INCREASE SALES, ONSITE AND OFF, IN THE LARGEST WINE MARKET IN WESTERN CANADA

a) **BC Liquor Stores (BCLS)**, Western Canada's largest wine retailer serving 36 million retail customers with 197 stores province-wide, is a major festival partner. **Total BCLS onsite sales were a record \$547,500 in 2018, with 18,000 bottles sold over three days at an average price of \$30.**

- **Onsite wine shop sold \$527,000 during 2018 fest** - the BCLS onsite wine shop sells wines poured at winery tables at International Festival Tastings (689 different wines in 2018). The onsite wine shop enables festivalgoers to immediately buy the wines they discover and love. As a bonus, BCLS ships any wine bought onsite to the patron's nearest BC retail store at no charge.
- **Case lot orders for post-fest delivery of \$20,500** – the **Buy the Case** program run by BCLDB Wholesale Operations enables trade and consumers to order case lots of wines right at the winery table for fast post-fest delivery.

b) Over half of all wines sold in British Columbia are through **private retailers and restaurants**. VIWF offers wineries an opportunity to connect with buyers and owners of this important sector through our Trade Days Conference.

### 3. VIWF ATTENDEES ARE WINE ENTHUSIASTS, AND BIG WINE SPENDERS

The festival's attendees are affluent (59 per cent have HHI of \$100,000+) and **spend an average of \$2,291 annually on wine**, which is nearly **NINE times the BC annual (StatsCan 2016) average of \$267.7**. In addition, festivalgoers spend an average of **\$3,984** per year dining out with wine.

### 4. SOPHISTICATED WINE CULTURE

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. *"This is an elite market with a premium international niche; it's a window to Asia. It has great restaurants and plugged-in consumers."* **Frédéric Mainesse, Champagne Baron Philippe de Rothschild (France)**

### 5. A \$1 BILLION ESTABLISHED AND GROWING WINE MARKET IN BC

Wine sales in British Columbia top **\$1 billion**; the province is the third-largest wine market in Canada by volume, but second only to Quebec in wines sales per capita. British Columbians are also spending more per unit on their wine, up 3.4 per cent in 2016 over 2015. Wine is on a major growth curve in BC: since the 2009/10 fiscal year, BCLDB reports that wine sales increased by 7 million litres, an 11.9 per cent increase, compared to a decrease in spirits and beer over the same period.

6. **CANADA: THE WORLD'S SEVENTH LARGEST WINE MARKET & FOURTH LARGEST WINE IMPORTER (SALES VALUE)**

The 12th VINEXPO study, *World Wine and Spirits Market with an Outlook to 2018*, advised that Canada is the **world's seventh largest wine market**, valued at US\$6.1 billion, and should grow by 10.4 per cent by 2018. In 2014, Canada became the **world's sixth largest wine importer** at 32.7 million cases. Import consumption is expected to increase by 4.1 per cent to reach 16.4 litres per adult in 2018, says VINEXPO. And this country buys higher value wines: Canada is the **world's fourth largest wine importer in sales value** (Global Trade Atlas, 2013).

7. **ONE OF THE LARGEST (25,000 ADMISSIONS), MOST ESTABLISHED (SINCE 1979; 40TH ANNIVERSARY IN 2018) WINE EVENTS IN THE WORLD**

And it is by far the biggest and best in Canada. It receives accolades from near and far. *"It's the best-run wine festival in the world; I hold it up as a paragon of how other wine festivals could be. I've been attending for eight years. It's a marvellous market and the people at the festival are very wine-savvy."* **Brian Lynn, owner, Majella Wines (Australia)**

8. **BEST WINE SHOW IN NORTH AMERICA and described as "The biggest wine festival in the Western Hemisphere"**

VIWF is widely regarded as the best wine show on the continent. *"The wine festival is about a wine culture. When it started you could probably fit BC wine drinkers in an intersection in downtown Vancouver. Today they're spread all across the province, they know a lot about wine and a lot of that has come from 40 festivals,"* says wine critic **Anthony Gismondi** (*Vancouver Sun, National Post, WineAlign, GismondiOnWine.com, NUVO* and more). In addition to the tasting room, the festival also **offers a range of smaller and/or exclusive events where wines can be presented on a more intimate scale** – trade and high-end consumer seminars, winery dinners, lunches, wine minglers and more. These special events provide additional **profile to attending winery principals**, both in festival promotion and media coverage.

9. **DO BUSINESS AT THE TOP WINE EVENT IN CANADA**

For the past five years running, BizBash of New York has named VanWineFest **the #1 Food, Wine & Hospitality Event in Canada**. The festival's Trade Days Conference accounts for 7,500 trade-only admissions at 10-14 events, including networking lunches, masterclasses and tastings. And principals can spend quality time with wine buyers/directors and executive chefs/owners at the exclusive trade buyer hour preceding the big Trade Tastings. Key trade attendees come from other major Canadian markets – Toronto, Montreal, Winnipeg, Calgary, Edmonton and Halifax – including representatives from the Liquor Control Board of Ontario (the biggest wine retailer in the country), Manitoba Liquor Commission, Yukon Liquor Corporation and the Nova Scotia Liquor Corporation.

10. **UNPARALLELED EDITORIAL AND PROMOTIONAL SUPPORT**

The festival offers:

- a) **\$500,000 promotional budget** – festival wineries and principals are a key feature of the festival's marketing initiatives, including the website, social media, e-newsletters, press releases, promotional and trade brochures, tasting program and advertising campaign. Wineries and vine stars (including photos) appear in multiple full- and half-page ads in the *Vancouver Sun* (a major festival partner) and other print media. Vine stars and wines/wineries also are extensively promoted (with photos and stories) through the website and social media.
- b) **84.6 million worldwide impressions in 2017 earned media (editorial) impressions** (2018 stats tbc) through print, radio, television and online media. All **top local wine media** attend, plus key North American wine media from other cities, and international media (including **Decanter magazine**). Some highlights:
  - i. **A 10-page festival preview in the Vancouver Sun** (broadsheet: 331,527 readers of print edition) is an ode to the featured countries' wine and food culture, with stories and photos on top wines, principals, food (recipes with wine pairings abound), restaurants and travel.
  - ii. **Media opportunities for principals** include: eight hours of live onsite radio interviews on **The Best of Food & Wine Radio** on **CISL650**, co-hosted by **Anthony Gismondi** and **Kasey Wilson**; interviews on **Tasting Room Radio** with **Terry David Mulligan** and **Daenna Van Mulligan**; interviews on **Global TV, Citytv, CTV, CBC-TV, CBC Radio and News 1130 Radio**.
  - iii. In addition to the *Vancouver Sun's* extensive wine fest coverage, numerous other wine reviews are published, including Montreal's **Quench Magazine**, Toronto's **Globe and Mail, National Post** and **WineAlign** to local dailies **The Province** and **Victoria Times Colonist** plus community papers **Georgia Straight, Courier, WestEnder, North Shore News** and **The Pique** (Whistler). To say nothing of bloggers and social media!

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