

2018 MEDIA QUICK FACTS

Contact: media@vanwinefest.ca Watch our [2017 highlights video](#)

40th [Vancouver International Wine Festival](#) – February 24-March 4, 2018

2018 Quick Facts

- 40th annual (founded 1979)
- 8 days ([Bacchanalia Gala, Feb 24](#); festival, Feb 26-Mar 4)
- 25,000+ admissions (96% of tickets sold)
- [173 wineries](#)
- 16 countries
- 51 events at ~24 venues
 - 39 for the public and 12 for Trade
- ~ 50 participating restaurants, hotels, caterers
- 1,450 wines, including
 - ~ 750 at International Festival Tastings
 - ~ 160 additional wines at Trade Tastings
 - ~ 540 wines at special events (dinners, seminars, etc)
- 42,000 bottles poured and/or purchased (2017 stats)
- 82,000 wine glasses used (2017 stats)
- Tasting Room size (at VCC): ~53,000 square feet

Beneficiary – [Bard on the Beach Shakespeare Festival](#)

Since inception in 1979, VIWF has raised nearly **\$9 million** for the performing arts. Our beneficiary since 2013 is **Bard on the Beach Shakespeare Festival**. VIWF has raised nearly **\$1 million for Bard** since, including **\$280,000 in 2017** at Bacchanalia Gala Dinner + Auction. The festival was created as a fundraiser for the Vancouver Playhouse Theatre Company, continuing as such for 33 years until the company closed in 2012.

Where is it?

The festival is headquartered at the [Vancouver Convention Centre \(VCC\)](#) downtown. The Tasting Room, most seminars and trade events take place at VCC. Other special events (dinners, lunches, wine minglers and the Bacchanalia Gala) take place at 20+ venues all around the city, including many of the city's top restaurants and hotels.

Snapshot

Vancouver International Wine Festival is Canada's premier wine show and widely considered to be one of the best wine events in the world. With ~25,100 admissions and at 40 years of age, it is also among the oldest. Its slogan is "**The Wine World is Here**". For the past five years, VIWF has been voted the **#1 Food, Wine & Hospitality Event in Canada** by New York's **BizBash**.

The festival typically features over 50 events; about 40 are public events and the rest are for trade only. The heart of the festival is the **Tasting Room**, where the public can choose from ~750 wines at four **International Festival Tastings (IFT)**, and industry professionals can sample those plus an additional ~160 wines at two **Trade Tastings**, presented by Container World. The special events that orbit the tasting room (seminars, vintage tastings, winery dinners, lunches, brunches, wine minglers, etc.) serve another ~540 wines.

The 3-day [Trade Days Conference](#) (February 28-March 2) offers the trade opportunities to grow their wine knowledge at seminars, tastings and networking lunches. VIWF's [Celebrating Excellence](#) trade awards include **Spirited Industry Professional (SIP Award)**, **Sommelier of the Year**, **Wine Program Excellence** and **Vintners Brunch Pairing Competition**; they are announced at the Celebrating Excellence: Annual Awards Lunch.

This international festival typically serves wines from ~15 countries. There is a focus on a different region or country every year (**Spain** and **Portugal** for 2018); the featured regions have their own section(s) in the Tasting Room and offer thematic seminars and food and wine events throughout the week.

Featured countries or themes

2018 featured countries

- **Portugal** (20 wineries) and **Spain** (38 wineries)

Past themes/featured countries

- 2017 – The Wine World Celebrates Canada, with 76 wineries from NS, ON and BC serving 370 wines in the Tasting Room
- 2016 – Italia!
- 2015 – Savour Australia
- 2014 – France Bon Appétit
- 2013 – California Wines
- 2012 – Wines of Chile
- 2011 – Wines from Spain
- 2010 – Wines of Argentina & New Zealand Wines
- 2009 – Celebrate British Columbia
- 2008 – Vino Italiano: Innovation by Tradition
- 2007 – Australian Wine: A World of Difference
- 2006 – Wine Regions of France
- 2005 – Taste the new South Africa
- 2004 – Discover the Wine Regions of California
- 2003 – Showcasing Wines of Chile
- 2002 – Germany & Portugal
- 2001 – Spain
- 2000 – Italy
- 1999 – Australia
- 1998 – California
- 1997 – Canada
- 1996 – Bordeaux

What's the big deal?

Vine stars – the rock stars of the wine world come to Vancouver for VanWineFest. As a condition of participation, every winery must have a winery principal (winemaker, owner, senior executive) present in the tasting room and at their special events.

Stove stars – the rock stars of BC's vibrant culinary scene are here too. More than 50 of the province's most celebrated restaurants and chefs, hotels, caterers and food suppliers participate.

Purpose – VIWF has three primary mandates. It provides an informative, educational and entertaining wine experience for consumers and trade, serves as a premier marketing opportunity for the wine industry, and raises money for the performing arts in Vancouver.

Social: #VIWF @VanWineFest

- Twitter
- Facebook
- Instagram

Box office and key tickets-on-sale info

[VanWineFest.ca](#)

Box office 604-873-3311 or toll free 1-877-321-3121

- Nov 1 – advance tickets (save \$, limited #) on sale for:
 - International Festival Tastings
 - Gold Pass
 - Delta Air Lines Tasting Lounge
- Dec 1 – Trade Days passes on sale
- Dec 15 – Advance sale ends; regular rates apply
- Jan 10 – all consumer events on sale
- Jan 17 – all Trade Days events on sale