

## 2018 MEDIA QUICK FACTS

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



### 40th Vancouver International Wine Festival – February 24-March 4, 2018

#### 2018 Quick Facts

- 40<sup>th</sup> 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