
2010 WINERY APPLICATION GUIDELINES

This fabulous week of special events is dedicated to wine and food. Our unique events take place at the Vancouver Convention and Exhibition Centre and at outstanding culinary venues across the city. Our goal is to inform, educate and entertain the wine enthusiasts who attend.

We anticipate that 180 wineries will be selected to participate in the Festival. The Festival will feature Argentina & New Zealand as the Theme Regions and Rosé as the Global Focus.

The 2009 Festival informed, educated and entertained 25,000 attendees and participants, of which 7,500 participated in trade events. 183 wineries from 15 countries participated in 61 events over the course of the week. The Festival has grown from its humble roots from the initiative of then Playhouse board member John E. Levine. Today the Festival attracts some of the biggest industry names from around the world and is firmly established as Canada's premier wine event.

The Festival is run almost entirely by volunteers and is the primary fundraising event for the Playhouse Theatre Company, where the \$6.8 million raised over the years has helped stage 209 productions.

1. SUBMITTING APPLICATIONS:

Winery Applications for the Vancouver Playhouse International Wine Festival may be submitted by:

- Any registered and active BC wine agent on behalf of suppliers they represent in the BC market.
- Any winery not currently represented by a BC wine agent ("independent winery").
(Note: independent wineries may submit applications through a government or wine promotion organization).

Winery Applications are submitted by completing in full the online Winery Application Form for each winery being submitted. Final deadline for submission is **June 15, 2009**.

Once selected, wineries and agencies become actively involved in the Festival mechanism. A series of stakeholder meetings are held annually to ensure that the best advantage is taken of this marketing opportunity. The critical path from application to wine ordering, delivery and onsite procedures has a steep learning curve. This document forms the basis of Festival procedures.

2. BASIS FOR SELECTION:

The Winery Selection Committee evaluates all winery applications. Agents and independent wineries must complete the online application in as much detail as possible. The winery description paragraph, the reason for participation and complete product information assist the Winery Selection Committee in their decision making. This information will also be used for publication, signage and product information forms for accepted applications.

Wineries will be selected based on:

1. Quality and mix of wines to be poured (includes premium, listed and unlisted wines)
2. Attendance of a winemaker, owner/family member or other senior winery representative
3. Bacchanalia Gala Dinner + Auction participation: dinner wine and/or auction item donation
4. Participation in planned themes: Global Focus, Theme Region or other special events with quality and mix of wines
5. Country and region of origin (based on consumer demand and current and future trends in the marketplace)
6. Introduction of a new winery to the Festival

The Winery Selection Committee approves applications based on the submitted information. An application may be declined if a winery or its agent has been unable to meet expectations and deadlines in past years.

Once accepted into the Festival, any changes to your application (wines, vintages, principals, etc.) **must** be submitted to the Winery Selection Committee for approval. Please email the change to visnjav@playhousewinefest.com. If the change is approved the application must be updated in the online system.

3. PARTICIPATION BENEFITS

Participating wineries will receive the following benefits.

- a. Winery name in 25,000 Festival Brochures
- b. Link to the winery homepage through www.playhousewinefest.com
- c. Winery table in the International Festival Tasting Room, including table and sign
- d. Winery and featured wines profiled in 10,000 Festival Programs
- e. Publicity opportunity related to principal's stature, public speaking abilities and special event participation
- f. Face to face marketing opportunity in the International Festival Tasting Room with 3500 trade, 6750 consumers, media and serious wine collectors from across North America.

4. WINE CONTRIBUTION (International Festival Tastings):

Each participating winery is required, with a winery principal in attendance, to participate in all 5 International Festival Tastings (2 Trade, April 22 & 23, 1:30 – 5:00 pm and 3 Consumer, April 22, 23 & 24, 7:00 – 10:00 pm) and the Trade Days Lunch (Thursday, April 22, 11:30 am).

For the International Festival Tastings, wineries are asked to provide no less than 2 x 9L cases of:

- a. 2 premium wines – retail suggested minimum \$25.00; unlisted/specialty/exciting/new to the market/back vintages
- b. and 1 or 2 other quality wines

Designated Trade Wine (Optional)

- c. 1 unlisted (and not registered) premium wine (6 x 750ml)

Number of cases ordered for the Tasting Room may not exceed 12 x 9L cases (144 x 750ml), or be fewer than 8 x 9L cases (96 x 750ml).

All products, with the exception of the designated trade wine, must be available at each of the 5 Tasting Room Sessions. **Should a product run out, the Winery Selection Committee has the authority to close the winery table.**

Please note: One pourer per winery table is required to possess a Serving it Right Certificate for each of the 5 International Festival Tasting sessions.

5. WINERY PRINCIPAL:

The Festival requires that one designated Senior Winery Principal be present at the winery table during all 5 International Festival Tasting Sessions (Thursday, April 22 through Saturday, April 24, 2010) and all events where their wine is being poured to provide information to Festival patrons. A Senior Winery Principal is one of the following:

- Winemaker
- Owner / Proprietor / Family Member
- CEO / Managing Director
- Senior Winery Executive
- International Export Director, or
- other winery representative approved by the Winery Selection Committee

Outside sales agents or holding company employees are not acceptable substitutes.

Once a winery has been selected to participate, any changes or substitutions to the primary Winery Principal attending the Festival **must** be submitted for approval to the Winery Selection Committee. Please email the change to visnjav@playhousewinefest.com. If the change is approved, the application must be updated in the online system. An absent winery principal at any tasting session, except in emergency situations where Festival management has approved the absence, will affect a winery's future participation in the Festival. **In the absence of the principal, the Winery Selection Committee reserves the right to close the winery table.**

6. SPECIAL EVENTS:

The Festival week is comprised of various styles of events (seminars, boardroom tastings, lunches, brunches, dinners and grazings) targeting two distinct audiences:

TRADE (Wednesday April 21st – Friday April 24th, 2010)

A key part of our programming is dedicated to members of the Food & Beverage Industry. We provide opportunities through our events to further education, to sample a vast array of wines and to purchase products otherwise not available. This is your chance to meet with restaurateurs, Liquor Distribution Branch and retail personnel, industry professionals and wine and food media.

CONSUMERS (April 19 – 25, 2010)

Our innovative consumer program is host to many exceptional tastings, seminars and wine & food experiences in addition to the Tasting Room sessions. The average consumer of wine in British Columbia is very passionate and has an excellent knowledge base.

Participating in Special Events enhances a winery's profile in the Festival and showcases wines not poured in the International Festival Tastings. The Winery Selection Committee considers a supplier's willingness to participate in special events during the selection process.

Additional product donation is required for pouring during Special Events. However, Special Event wines are not necessarily sold in the Festival Wine Shop adjacent to the Tasting Room. Please see the "Special Event Participation Information" for more details on particular events and event categories.

Agents and wineries selected for the Festival may not stage independent events during the week of the Festival. Agents and wineries who conduct independent events undermine the integrity and success of the Festival and all of its participants. Consequently, this will jeopardize their future participation in the Festival.

7. HOSPITALITY SUITES

Agents and wineries participating in the Festival must not operate hospitality suites during the Trade Tastings that are held from 1:30 to 5:00 pm, Thursday and Friday, April 22 and 23. It is in the best interest of all participating agents and principals to have buyers and media in the Tasting Room during these sessions. Agents and wineries that operate hospitality suites during the Trade sessions will have their winery tables closed in the Tasting Room and will jeopardize their future participation in the Festival.

8. BC LIQUOR STORES FESTIVAL WINE SHOP

The British Columbia Liquor Distribution Branch operates a Festival Wine Shop during the 5 sessions of the International Festival Tastings. Each product being poured in the Tasting Room, with the exception of the designated trade wines, must be available for sale in the store and for special order following the Festival. BCLDB category managers will review the wine selections and purchase a minimum of 12 bottles of each Tasting Room wine for sale at the retail store.

9. PURCHASE ORDERS

All international wine orders are processed through the British Columbia Liquor Distribution Branch Special Orders Department. Three Purchase Orders will be issued for each participating winery.

1. International Festival Tasting – Winery Table Samples
2. Retail Store product
3. Gala auction and special event wines (in the case of multiple special event participation – each event is assigned a sequential alpha code following the primary PO number)

Purchase orders are cut based on the information provided in the online Application System. Accuracy is essential for quick processing, so please ensure that the information included in your application is complete and correct.

10. CONSULAR PRIVILEGE

The Festival coordinates the importation of wines into Canada with diplomatic exemption. Under this program, participating Consulates and Trade Commissions import their countries' products exempt from duties and taxes. As a result, all unconsumed wines must be returned to the respective Consulate or Trade Commission. We understand that this process may be unique and appreciate your understanding.

11. OUTSTANDING INVOICES:

Agents or independent wineries with any outstanding invoices as of June 15th will not be considered for the 2010 Festival. If outstanding invoices become known after that date, the agent or winery will have 21 days to pay the invoice or the applicable winery will be withdrawn.

12. NOTIFICATION:

Agents and independent wineries will be notified if their application to the 2010 Festival has been successful by the end of July 2009. An official letter of welcome will be sent to all participating Winery Principals in November.

13. WAIT LIST:

Wineries that are not chosen in the first round of selections may notify the Winery Selection Committee of their continued interest in participation via a written appeal emailed to visnjav@playhousewinefest.com by August 14, 2009.

The second round of selections will be completed by the end of August and successful applicants will be notified directly.

Wineries not selected in either the first or second round will automatically go onto a waiting list for future consideration should a space become available.

14. NON-REFUNDABLE WINERY TABLE FEE:

- \$650 Canadian plus a Gala auction contribution of a minimum \$300 ex-cellars (winery cost before taxes, duties, shipping and retail mark-up). The retail value should be minimum \$600, OR
- \$950 Canadian

Winery table fee payments are due in full within 21 days of notice of acceptance to the Festival. Please make cheque payable to:

Vancouver Playhouse International Wine Festival
127 East 2nd Avenue
Vancouver, BC
Canada V5T 1B4

15. GALA AUCTION CONTRIBUTION:

The Bacchanalia Gala Dinner + Auction is the Festival's major fundraiser for the registered charity, the Playhouse Theatre Company, and we encourage your participation and appreciate your support. Wineries with selected Gala dinner wines will have the \$650 portion of their winery table fees returned. If an auction item has also been contributed, the full \$950 will be returned. All wineries participating in the auction will receive additional marketing profile through our catalogue. Auction items of significant value (over \$2000) may be included in the Live Auction and will result in added publicity opportunities for the donating winery.

If choosing to contribute to the auction, the auction item details and description must be submitted with the online Application Form to be considered.

After acceptance to the Festival, any changes to the auction item must be e-mailed to gala@playhousewinefest.com prior to the applicable BCLDB product shipment date. If changes result in decreasing the value below the minimum ex-cellars value, the winery will be invoiced the difference.