

Winery Dinner Guidelines

Winery dinner overview

The Playhouse Winefest will be accepting applications for wineries to showcase their best wines at exclusive Winery Dinners. These signature events also offer restaurants an opportunity to show off their establishment to Vancouver's wine-and-food-savvy public and media.

Winery Dinners are selected on a combination of price points, restaurant, wines, winery commitment (principal participation) and agent representation. Another important consideration is whether the dinner helps deliver the Festival's mandate to produce "exciting events that inform, educate and entertain" wine consumers.

The VPIWF markets the dinners, provides ticket sales and service and receives a portion of the ticket price.

For additional information, please contact Trish Metcalfe at trishmet@shaw.ca or 604.727.1861.

Deadline and submission details

- Submissions are accepted from Thursday, July 15 until Friday, August 13, 2010.
- To submit a winery dinner proposal, log on to the winery application system and select Submit Winery Dinner Proposal. Any questions contact Visnja Vukelich at 604. 637.3104 or visnjav@playhousewinefest.com
- You will be notified directly by the VPIWF if your proposal is accepted or declined.

Timing

- For the 2011 Festival, Winery Dinners may be scheduled for Monday, Wednesday and Sunday evenings (March 28, March 30 and April 3, 2011).
- Winery Dinners must not conflict with the Bacchanalia Gala (Tuesday, March 29) or the International Festival Tastings (Thursday, Friday and Saturday – March 31, April 1, and April 2) between 7 pm and 10 pm.

Winery Dinner Criteria: The VPIWF board approves Winery Dinner proposals.

- a) Winery Dinners are **hosted by the agent and the winery**, and must be professionally organized by a local agent (Event Chair), according to Festival guidelines and timelines.
- b) The **wines poured must be topical and of high calibre** and include wines not poured at the International Festival Tastings.
- c) **Only wineries selected for the International Festival Tastings** may participate in Winery Dinners.
- d) A **senior principal (such as owner, family member or winemaker)** from each featured winery **must attend** the Winery Dinner to present their wines.
- e) **All wines for winery dinners are donated by the winery:**
 - o **Domestic wineries** donate their wines to the event and may retrieve any unconsumed wines after.
 - o **International wineries** donate wines via "consular privilege," which means the wines enter Canada duty-free via the respective consulates. All consular privilege products must arrive at the Festival through British Columbia Liquor Distribution Branch (LDB) channels. After a Winery Dinner featuring international wines, any unconsumed wines are retrieved by the VPIWF wine team and returned to the applicable consulate after the Festival. The winery or agent may not retrieve consular privilege wines.
- f) Participating **restaurants may be required to de-license and obtain a Special Occasion License (SOL)** for the event. The VPIWF will assist the restaurant and the winery with this process and will cover all costs. Note: if all wine is consular privilege there is no requirement to de-license or license.
- g) The **host restaurant assumes all event costs in their payment** including, but not limited to décor, glassware rental, entertainment, event program or menu (details below), and basic complimentary tickets including media, consulate, winery and Event Chair.
- h) The Event Chair and/or the restaurant must **produce a program/menu** to be distributed to attendees. The program/menu must include the VPIWF logo; the program/menu and logo placement must have prior approval of the Festival office.
- i) The Event Chair is responsible for **attending the event and ensuring that all details are taken care of**, including creating a **seating plan**. A list of attendees will be provided to the Event Chair by the VPIWF shortly after the event sells out or, in the absence of a sell-out, at least seven days prior to the dinner.
- j) Participating agents and wineries may not stage competing events during the week of the Festival. Agents and wineries who conduct competing events undermine the integrity and success of the Festival and all of its participants. Consequently, this will jeopardize their future participation in the Festival.
- k) The Wine Festival reserves the right to install a retractable banner(s) in the entrance way or other appropriate area of the restaurant.

Capacity

- Winery Dinners must have **at least 40 people** and preferably **no more than 100 people**, including all required comps as per the *Mandatory Complimentary Tickets* section (see below). The VPIWF *strongly* recommends that Winery Dinners be held in the entire restaurant or one level rather than a portion or section of the restaurant.
- Once a Winery Dinner proposal has been accepted by the Festival, the number of tickets available for sale may not be reduced without the VPIWF's approval. For example, if a 70-capacity event is selected, the restaurant may not arbitrarily retain 35 of those seats for its own use. *See Additional "complimentary" tickets section below.*

Pricing policy and VPIWF participation fee

The dinner price should be commensurate with the stature of the restaurant and wines. Restaurants staging their inaugural Playhouse Winefest dinner are encouraged to price their event at the lower end of the scale.

The final event ticket price includes:

- Negotiated meal cost (see Restaurant Payment for details)
- VPIWF participation fee, which covers marketing, wine delivery, staff time for processing and servicing the event, scaled as follows:
 - \$30 per sold ticket up to \$70 per person for negotiated payment to restaurant (Ticket prices would be up to \$100)
 - \$45 per sold ticket for payments of \$71 to \$150 per person (Ticket prices would be from \$116 to \$195)
 - \$60 per sold ticket for payments of \$151 or more per person (Ticket prices would be from \$211 and up)

Note: All ticket service charges are included in the participation fee.

Mandatory Complimentary Tickets

Each Winery Dinner must allocate complimentary tickets for:

- Consular representatives (two per country represented)
- Winery principal (one per participating winery)
- Media (three) – Note: will be assigned by VPIWF publicist; see *Media Protocol* below.
- Event Chair (one)

The VPIWF will confirm the number of complimentary meals/tickets that must be provided by the restaurant prior to the event. If a dinner involves multiple countries and/or multiple wineries, the number of comps will increase accordingly thereby reducing the number of tickets available to the public.

Additional "complimentary" tickets

- If the agent, winery or restaurant requires additional tickets to host clients, they must advise the Festival and either pay the full price of each ticket, or if the restaurant agrees, pay the Festival the VPIWF participation fee for each hosted client. (Also note comments under *Capacity* about not unduly reducing size of event.)

Restaurant Payment

- The revenue remitted to the restaurant is the **amount negotiated** between the VPIWF and/or Agent and the restaurant **multiplied by the number of tickets sold** (not by the number of people attending). The amount negotiated by the VPIWF and/or Agent and the restaurant must include the following:
 - **Meal cost for tickets sold** (excludes the value of the wine served), plus HST and gratuity and any additional cost for glassware, entertainment, décor and audio visual equipment.
 - **Meal cost and gratuity for complimentary tickets** for media, consulate, winery principal and Event Chair (see Mandatory Complimentary Tickets for details).
- If the dinner sells out prior to the festival start date, a cheque will be delivered to the restaurant on the day of the event. Otherwise, payment will be made seven days after the Festival ends.

Media Protocol

The VPIWF publicist will allocate media to Winery Dinners to fill the three complimentary media seats using this procedure:

- Key media are invited to submit a wish list of their preferred events to the VPIWF publicist (rec'd about 4-6 weeks out).
- If there are multiple requests for a dinner the festival publicist consults with the Event Chair on preferences.
- The priorities of the journalist, Event Chair, restaurant and festival are all considered when assigning media.
- Please note that the Festival publicist assigns multiple media to multiple events, hence it may not be possible to assign the journalist(s) you want to your event.

Additional media? If the Event Chair or host restaurant wish to invite additional media to a dinner (beyond the three festival-assigned media), they must coordinate this with the festival publicist. If a Winery Dinner hosts any additional media, the cost of such meals is the responsibility of the restaurant, winery or agent.

EVENT CHAIR AND VPIWF CHECKLISTS AND TIMELINES

Event Chair checklist Congratulations if your dinner is selected to the festival!	
Due Date	Task
Sept 17	Meet with host restaurant to confirm that your dinner proposal has been accepted and confirm final price based on VPIWF formula. Don't forget to factor in glassware, décor, audio visual and entertainment costs.
Sept 30	Submit a 50 word event description for inclusion in the brochure and website. Include as many details as possible <input type="checkbox"/> event name (no more than 25 characters); <input type="checkbox"/> winery name(s); <input type="checkbox"/> wines and vintages; <input type="checkbox"/> winery principal name; <input type="checkbox"/> principal title; <input type="checkbox"/> chef name; <input type="checkbox"/> restaurateur name. Event descriptions more than 50 words will be edited at the Festival's discretion.
Sept 30	VPIWF emails all PIFs to agents for all confirmed winery dinners. Agent completes PIF and forwards to LDB.
Oct 8	Submit wines and descriptions to the host restaurant, so they can begin the pairing process.
Jan 25	Finalize menu and submit to VPIWF. This info is essential to marketing the event, particularly online marketing.
Jan 28	Confirm requirements (agent's or restaurant cost): <input type="checkbox"/> Glassware; <input type="checkbox"/> Décor; <input type="checkbox"/> Entertainment; <input type="checkbox"/> Other?
Jan 28	Submit a 75 word bio and photo of the restaurant's chef for inclusion in the Festival Program. Bios more than 75 words will be edited at the Festival's discretion. Photos should be (Hi-Res) JPEG.
Ongoing	Assist with marketing the event where possible – networking, internal databases, client lists, customers, agent website and venue contact.
Mar 7	Winery Dinner program/menu (event description, wines, menus, etc.) – write copy and have designed; must include 2011 VPIWF logo.
Mar 7	Liaise with VPIWF publicist re three Festival-assigned media and any other media questions.
Mar 18	Have program printed (agent's or restaurant's cost) and deliver to restaurant.
Mar 18	Finalize seating plan based on ticket sales list provided by VPIWF.

VPIWF role summary & checklist	
Sept 15	Upon selection advise of the number of complimentary meals/tickets the restaurant, winery, agent is obligated to provide.
Sept 30	VPIWF emails all PIFs to agents for all confirmed winery dinners. Agent completes PIF and forwards to LDB.
Jan 25	Assist with de-licensing the restaurant, if required, and pay for Special Occasion Permits.
Jan 25 – tickets go on sale	Market the Winery Dinners through promotional tools such as the brochure and website. Additional promotional support may be offered if required.
March 7	Assign three media to the event. See <i>Media Protocol</i> for details.
March 21	Provide the restaurant and Event Chair with a confirmed list of attendees to enable the Event Chair and restaurant to devise the seating plan.
March 25	Process Winery Dinner wines through the LDB system and deliver the wines prior to the dinner.
March 28, 30 and April 3	Pay the restaurant for all tickets <i>sold</i> . (*If not a sell-out, payment is made seven days after.)
March 28, 30 and April 3	Provide on-site event volunteer(s).
March 28, 30 and April 3	In instances of consular privilege (international) wines, retrieve unconsumed wines and return them to the relevant consulates.