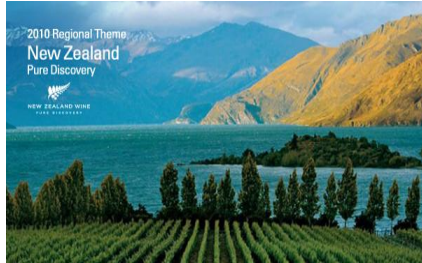


VANCOUVER PLAYHOUSE  
INTERNATIONAL  
**WINE FESTIVAL**   
April 19-25, 2010



**TICKETS TO THE VANCOUVER PLAYHOUSE INTERNATIONAL WINE FESTIVAL ON SALE FEBRUARY 2, 2010  
TRADE DAYS CONFERENCE TICKETS ON SALE FEBRUARY 9, 2010**

Tickets to the wildly popular Vancouver Playhouse International Wine Festival go on sale **Tuesday, February 2<sup>nd</sup>, 2010**. Tickets to trade events will be on sale February 9, 2010. The 2010 Festival will be one of the largest to date in its thirty-two year history. With 197 wineries and not one, but two theme regions of New Zealand and Argentina, attendees to the 2010 Festival will have the opportunity to sample a diverse array of wines, while the global focus of Rosé will bring a selection of these highly quaffable summer wines to many a tasting booth.

Tickets to the Playhouse Wine Festival can be purchased online at [PlayhouseWinefest.com](http://PlayhouseWinefest.com) or by phoning the Playhouse Box office at 604-873-3311.

**THEME REGIONS ARGENTINA AND NEW ZEALAND**

"2010 is all about altitude, latitude and attitude," says Festival executive director Harry Hertscheg. The combination of these two very distinct cultures and countries will provide both strength and sex appeal to this year's Festival, while the newfound confidence of Rosé wine in the global market will add a counterpoint to the Pinot Noirs, Torrontés, Sauvignon Blancs and Malbecs that will be poured.

On the Argentine side, the dizzying altitudes and snow capped Andean mountains produce grapes that are ripened to perfection year after year. From rich Malbecs to the distinctive Torrontés, the 36 participating Argentine wineries in the 2010 festival will include some of the country's top wineries.

With 41 New Zealand wineries from varying degrees of latitude participating in the 2010 festival, visitors can expect to find a wealth of diversity thanks to world class Sauvignon Blancs and terroir-driven Pinot Noirs, refreshing aromatic and fruit driven Chardonnays, and complex fuller-bodied reds.

**GLOBAL FOCUS ROSÉ**

Any wine that inspires headlines of renaissance and revolution deserves a close examination. Rosé has been adopted as an underdog by its fans but the truth is that Rosé wines offer the refreshing characteristics of white wine and the complexity and colour of reds. Valued for their ability to match with a variety of cuisine, the days of the deceptively named White Zinfandel are over. The world's wine drinkers are developing a taste for the drier, more refreshing variations; proving that pink doesn't always have to be sweet.

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## **A SNAPSHOT OF FESTIVAL EVENTS**

With a total of 61 events that include tastings, seminars, winemaker dinners, and of course, parties, this year's Festival has something for everyone. Below you'll find details on five events, perfect for the novice enthusiast to the certified sommelier or trade professional.

### **Meet your Match: Speed Dating Meets Wine Tasting**

VCC West  
1055 Canada Place  
5:00-6:45 pm  
\$60

Make a date with fascinating winery personalities from outstanding international wineries. You'll have 8 minutes to ask about life, loves and preferences (as they pertain to wine of course) before "ding!" the bell rings, and you're off to the next table.

### **Rah, Rah, Rosé!**

Miele Showroom  
69 Smithe Street  
3:00-4:45 pm  
\$49

It's time to put Rosés from around the world to the culinary test. Presented with a variety of food samples in a marketplace format, the myriad of styles of Rosé, from bubbly to dry, from light to heavy, will be compared and contrasted with an equally eclectic line-up of flavours.

### **Bodega Catena Zapata: Now and For All Time**

Terminal City Club  
837 West Hastings Street  
5:15-6:45 pm  
\$150

Laura Catena, daughter of iconic proprietor Nicolas Catena, became Vice President of Bodega Catena Zapata several years ago. Join Laura in an intimate tasting of two choice verticals and then survey the full array of the Catena Zapata wines including all three Super Malbecs.

### **Tiki Tour of New Zealand**

The Listel Hotel  
1300 Robson Street  
Sunday, April 25th, 5:00 - 9:00pm  
\$89

Join Michelle Bouffard and Michaela Morris of house wine on this fun-filled Tiki Tour of New Zealand, where you'll meet some of New Zealand's winemakers and enjoy an evening of discovery with delicious wine and food pairings from Chef Chris Whittaker.

### **Global Winemaking with Paul Hobbs**

VCC West, meeting room 110  
1055 Canada Place  
Thursday, April 22nd, 5:00 - 6:45pm  
\$60

One of the first California winemakers to focus on single-vineyard wines, Paul Hobbs has dedicated himself to crafting unfiltered and unfinned wines fermented with native yeasts. Join Paul as he showcases wines from a variety of countries, and speaks to the fascinating regional differences in both viticulture and vinification.

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## **NOT TO BE MISSED**

### **Bacchanalia Gala Dinner + Auction**

The Fairmont Hotel Vancouver  
900 West Georgia Street  
Wednesday, April 21ST, 5:45 - 11:00pm  
\$400 per person  
\$3200 table of eight

A must for any serious wine collector, the annual Bacchanalia Gala Dinner + Auction is the centerpiece of the Festival and one of the most spectacular events in the city. The evening provides an unparalleled opportunity for collectors to enhance their wine cellars through auctions of rare, valuable, and unusual wines, donated by some of the world's top winemakers and private collectors.

### **KEY FESTIVAL FACTS**

Festival Dates: April 19<sup>th</sup> to 25<sup>th</sup>, 2010  
Number of Wines to be poured: roughly 1700  
Total Wines in the International Festival Tasting Room: 941  
Total number of Participating Wineries: 197  
Countries Participating: 14  
Number of Events: 61  
Projected Attendance: 25,000

**PlayhouseWinefest.com**

### **ABOUT THE PLAYHOUSE WINE FESTIVAL**

The Vancouver Playhouse International Wine Festival, Canada's premier wine show, runs from April 19 to 25, 2010. The Playhouse Wine Festival is one of the biggest and oldest wine festival events in the world. In 2010, the global focus will be rosé. The festival features a week of special events including a gala auction, wine seminars, wine minglers, winery dinners, lunches and brunches at fine restaurants and hotels. The Playhouse Wine Festival is produced by the Vancouver Playhouse International Wine Society, which has three mandates: provide an informative, educational and entertaining wine experience for consumers and trade; be a premier marketing opportunity for the wine industry and festival partners; and raise funds for the Playhouse Theatre Company. Since its inception in 1979, the festival has raised over \$6.8 million to enable Western Canada's leading theatre company to mount 209 productions and develop extensive community outreach and educational programs.

The Shore Club generously presents the Vancouver Playhouse International Wine Festival.



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