



Restaurant Registration Fact Sheet June 5-9, 2024

NOWFE is a NON-PROFIT ORGANIZATION

To date, the New Orleans Wine & Food Experience has raised over \$1.5 million for local non-profit organizations right here in our community. We are proud to be a part of making New Orleans a better place to live, work and visit.

The New Orleans Wine & Food Experience is one of the premiere events in the Big Easy, showcasing what the city does best. In its 32nd year, our New Orleans festival has become one of the most incredible culinary events in the nation, attracting over 7,000 gourmands and connoisseurs as well as art and music lovers. We're also excited to share the bounty with all the locals who enjoy excellent food, exceptional wine, and a great time!

All events start on time. We require that you are set up and ready to pour/serve at least 30 minutes ahead of scheduled start time. Late arrival may result in exclusion from the event. You do not need a local winery representative in order to participate in NOWFE. Please reach out to your local distributor to assist you.

EVENTS FOR RESTAURANTS:

VINOLA

Thursday, June 6, 2024 | 5:30-8:30pm

VIP / Early Entry / Trade: 5:30 to 6:00pm

General Admission: 6:00 to 8:30pm

Location: Orpheum Theater | 129 Roosevelt Way NOLA 70112

Number of Attendees: approximately 400

Sampling: Please be prepared to supply 400 2oz to 4oz samples

STIPEND: NOWFE is providing each restaurant a \$300 stipend for participating in Vinola

Guidelines:

- All restaurants should be ready one hour prior to the General Admission time
- Each station will have a 6ft skirted table, a back 6ft table, signage
- Restaurants are responsible for plates, bowls, cutlery, napkins, serving pieces and equipment and any additional table décor
- We encourage you to decorate your space with promotional items, signage, etc.
- NO COOKING THAT WOULD CAUSE SMOKE WILL BE ALLOWED ONSITE
- Restaurants receive two (2) vendor working wristbands for staff WORKING the event
- Deadline to register is Friday, May 17, 2024

TOURNAMENT OF ROSÉS

Friday | June 7, 2024 | 6:30-10:00pm

VIP / Early Entry: 6:30 to 7:00pm

General Admission: 7:00 to 10:00pm

NEW Location: Generations Hall | 310 Andrew Higgins Blvd. NOLA 70130

Number of Attendees: approximately 610

Sampling: Please be prepared to supply 610 2oz to 4oz samples

STIPEND: NOWFE is providing each restaurant a \$300 stipend for participating in the Tournament of Rosés

Guidelines:

- All restaurants should be ready one hour prior to the General Admission time
- Each station will have a 6ft skirted table, a back 6ft table, signage
- Restaurants are responsible for plates, bowls, cutlery, napkins, serving pieces and equipment and any additional table décor

- We encourage you to decorate your space with promotional items, signage, etc.
- Per the venue, vendors can't use any open flame in the building to cook, nor can you use table fryers. Anything else outside that will be fine. You are more than welcome to bring your own hot boxes. WE DO NOT PROVIDE KITCHEN FACILITIES or EQUIPMENT, please bring everything you will need.
- Venue has limited extension cords and power strips so it is highly recommended you provide your own.
- Tournament of Rosés dish(es) to be listed in print materials and must be entered upon registration prior to May 17, 2024.
- Restaurants receive three (3) vendor passes for uniformed staff members WORKING the event
- Retail sales are prohibited. Promotional materials are allowed and decorating your space is encouraged.
- If you're feeling spunky, try to stay in the pink theme and curate a dish that's pink!!
- We are asking everyone participating & attendees to wear their favorite shade of pink to the event!!
- Deadline to register is Friday, May 17, 2024

GRAND TASTING

Saturday | June 8, 2024 | 2:30-6:00pm

VIP / Early Entry: 2:30 to 3:00pm

General Admission: 3:00 to 6:00pm

NEW Location: The Great Hall | New Orleans Ernest N. Morial Convention Center

900 Convention Center Blvd. NOLA 70130

Number of Attendees: approximately 1,410

Sampling: Please be prepared to supply 1,410 2oz samples

STIPEND: NOWFE is providing each restaurant a \$300 stipend for participating in the Grand Tasting

Guidelines:

- All restaurants should be ready one hour prior to the General Admission time
- Each station will have a 6ft skirted table, a back 6ft table, signage
- Restaurants are responsible for plates, bowls, cutlery, napkins, serving pieces and equipment and any additional table décor
- We encourage you to decorate your space with promotional items, signage, etc.
- Per the venue, vendors can't use any open flame in the building to cook, nor can you use table fryers. Anything else outside that will be fine. You are more than welcome to bring your own hot boxes. WE DO NOT PROVIDE KITCHEN FACILITIES or EQUIPMENT, please bring everything you will need.
- Venue has limited extension cords and power strips so it is highly recommended you provide your own
- Grand Tasting dish(es) to be listed in print materials and must be entered upon registration prior to May 17, 2024
- Restaurants receive three (3) vendor passes for uniformed staff members WORKING the event
- Retail sales are prohibited. Promotional materials are allowed and decorating your space is encouraged.
- Deadline to register is Friday, May 17, 2024

NOWFE CULINARY AWARDS

Guidelines:

- Restaurant participation optimizes visibility and highlights their cuisine and chef during Vinola, Tournament of Rosés and Grand Tasting
- The deadline for dish submission closes Friday, April 26, 2024
- JUDGING DATES: MAY 22 & 23, 2024
- Dishes judged in five categories: Seafood, Dessert, Meat and Poultry, Lagniappe (includes pastas, rice dishes and vegetarian), Soups, Stews & Gumbos
- Gold, Silver and Bronze medals will be awarded in each category. A Best in Show medal will also be awarded along with a \$1,000 Cash Prize for Best in Show Savory & \$1,000 Cash Prize for Best in Show Sweet.
- The competition will be held during a predetermined week at the individual restaurants, by appointment (dates to be announced)
- All submissions will be included on the NOWFE website. Professional photography is included.
- Winning restaurants/chefs will be listed on the NOWFE website
- Judges include local and regional radio, print and television media
- In order to participate, you must also register for one of the following events: Vinola, Tournament of Rosés or Grand Tasting and serve the dish entered for the Culinary Awards.

OTHER EVENT OPPORTUNITIES FOR RESTAURANTS:

WINE DINNERS

Date: WEDNESDAY, JUNE 5, 2024 | 7:00pm

Location: City-wide restaurants

LABS

Dates: FRIDAY, JUNE 7, 2024 & SATURDAY, JUNE 8, 2024 | 10:00am-4:30pm

Location: TBD

EXPERIENCES

Dates: FRIDAY, JUNE 7, 2024 & SATURDAY, JUNE 8, 2024 | various times

Location: City-wide locations

BURLESQUE, BUBBLY & BRUNCH

Date: SUNDAY, JUNE 9, 2024 | 11:00am-1:00pm

Location: Omni Royal Orleans Hotel

For more information on participating in these events, please contact Cate Ferguson at cferguson@nocci.com or Aimee Brown at aimee.brown@nowfe.com

RESTAURANT FESTIVAL TICKETS:

If you'd like to purchase additional tickets either for friends and family or for a working representative, please contact Aimee Brown at aimee.brown@nowfe.com for more information.

YOU SUPPLY:

- Headshot and bio of chef or personality for media purposes (optional)
- Quantity of dish samples specified in our guidelines associated with your registered event
- Restaurants are responsible for plates, bowls, cutlery, napkins, serving pieces and equipment and any additional table décor

WE SUPPLY:

- Signage for restaurant at each event
- Two (2) six foot tables with linens
- Vinola restaurants receive two (2) vendor passes for those working the event
- Grand Tasting restaurants receive three (3) vendor passes for those working the event