



Winery 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 gourmards 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.

The New Orleans Wine & Food Experience is a tasting event. We ask that you please help us keep the Experience's reputation in tact by following these recommendations:

- Keep your pours under 2 ounces
- Please refrain from serving people that have overindulged at the events
- At the end of the event, please put your partially full, any opened bottles and all unopened bottles under your table.

NOWFE'S GRAND TASTING WINE RAFFLE

Help NOWFE ramp up our Wine Raffle! Please help by submitting your wines or signed bottles for a good cause! If you cannot participate in NOWFE, we would still love your participation in our raffle.

OPTIONAL EVENTS FOR EACH WINERY:

NOWFE INTERNATIONAL WINE COMPETITION

The New Orleans Wine and Food Experience International Wine Competition is back!

Wines submitted to the NOWFE International Wine Competition are evaluated by a panel of well-respected industry experts and wine judges in New Orleans. The competition will take place April 16 – 17, 2024 at the Four Seasons Hotel New Orleans. Competition awards will be presented at the NOWFE event from June 5 – 9, 2024.

We look forward to having you join us for this exciting event!

TO REGISTER FOR OUR WINE COMPETITION, PLEASE CLICK HERE:

<https://enofileonline.com/landing.aspx?competitionID=3007>

ENTRY REQUIREMENTS – An official entry shall consist of \$65 per entry and ONE of the following:

- Three 750 ml bottles
- Three 1L bottles, carafes or boxes
- Two 1.5 L Bottles
- Four 375 ml or 500 ml bottles
- Two 3L Boxes
- One 5L Box

SHIPPING INFORMATION:

WINERIES DELIVERING THROUGH A DISTRIBUTOR:

Delivery Address:
Four Seasons Hotel New Orleans
NOWFE Wine Awards
Attn: Sherry Guyette
2 Canal St, New Orleans, LA 70130

All wine must be delivered by a licensed distributor with a zero-balance invoice. All incoming product must enter and exit the Hotel through the Hotel's loading dock. Distributors are not permitted to utilize valet parking and are required to make alternate parking arrangements in advance. All deliveries and pick-ups must be coordinated with the Hotel in advance. Make certain that ALL BOXES are clearly labeled with "NOWFE WINE AWARDS" and "Attention to Sherry Guyette". If it is not labeled, we can not guarantee that it will get delivered to the correct location within the hotel. Please note the entry number on the outside of the box.

Please contact Sherry Guyette to schedule your wine drop off: Sherry.Guyette@fourseasons.com.
Wine drop-off is available Monday-Friday and must be dropped off by Friday, April 12, 2024 at noon.

FOR WINERIES PARTICIPATING WITHOUT A DISTRIBUTOR:

Shipping Address:
Four Seasons Hotel New Orleans
NOWFE Wine Awards
Attn: Sherry Guyette
2 Canal St, New Orleans, LA 70130

Make certain that ALL BOXES SHIPPED are clearly labeled with "NOWFE WINE AWARDS" and "Attention to Sherry Guyette". If it is not labeled, we can not guarantee that it will get delivered to the correct location within the hotel. Make sure the wines that are shipped match the entry form. NOWFE will not send back wines that were incorrectly sent. The entering winery is responsible for all shipping costs. Please note the entry number on the outside of the box.
For questions or info regarding the awards, please contact: Aimee Brown | aimee.brown@nowfe.com | (504) 655-5158

Wine must be delivered starting Monday, April 8th and no later than Friday, April 12, 2024.

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
Cost: FREE to all wineries
Guidelines:

- Red wines poured must have a published retail value of \$65.00 or higher.
- White wines and Sparkling wines poured must have a published retail value of \$40.00 or higher.
- Wineries should provide six (6) bottles of each wine poured. This is to have enough to pour for the entire event. We ask that you use a 2oz pour.
- If you wish to register more than eight different (8) wines for Vinola, please contact Cate Ferguson | cferguson@nocci.com.
- ALL WINES submitted will be reviewed and approved by the Vinola Committee.
- There is an option to participate in the main part of the event or in our VIP Sparkling Wine Lounge.
- Winemakers and Principals will receive 1 room for 1 complimentary night in a NOWFE sponsor hotel. The deadline to reserve a room is May 3, 2024. Representatives will receive our exhibitor rate.
- Vinola allows a maximum of TWO representatives per wine table (including wine maker, pourer, owner, etc).

- The winery distributor is responsible for any leftovers, pick up and credit. If you do not have a distributor, the winery is responsible for any leftovers.
- Deadline to register for Vinola: 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

Cost: FREE to all wineries

Guidelines:

- There will be a People's Choice awards where you could win Best of Show, Gold, Silver or Bronze.
- Wineries are recommended to provide 2 cases (24 bottles) of each rosé.
- We will provide a table & linen and you will either be grouped with your distributor or by region.
- Please be prepared to pour your wine or to have a representative from your distributor to pour.
- Tournament of Rosés allows ONE representative to pour your wine as we are limited in space.
- The winery distributor is responsible for any leftovers, pick up and credit. If you do not have a distributor, the winery is responsible for any leftovers.
- We are asking everyone participating & attendees to wear their favorite shade of pink!!
- There is an option to participate with a rosé or in a sparkling garden.
- Deadline to register for Tournament of Rosés: Friday, May 17, 2024.
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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

Cost: \$225 per table. If you want to register for more than one table, please contact Cate Ferguson

cferguson@nocci.com

Guidelines:

- Wines poured must have a wholesale value of \$14.00 or higher.
- Promotional materials are allowed and encouraged.
- Wineries may exhibit up to eight (8) wines per table, we suggest no less than twelve (12) bottles of each wine (please note that we expect 1,410 attendees and will sell out).
- A six-foot skirted table, signage, buckets, ice and 2 tasting glasses are provided.
- Grand Tasting allows a maximum of TWO representatives per wine table (including wine maker, pourer, owner, etc).
- The winery distributor is responsible for any leftovers, pick up and credit. If you do not have a distributor, the winery is responsible for any leftovers.
- Deadline to register for the Grand Tasting: Friday, May 17, 2024.

OTHER EVENT OPPORTUNITIES FOR WINERIES:

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 these events, please contact Aimee Brown at aimee.brown@nowfe.com

WINE DELIVERY FOR ALL EVENTS DURING THE WEEK OF NOWFE:

FOR WINERIES WISHING TO PARTICIPATE WITHOUT A DISTRIBUTOR, please contact Aimee Brown at aimee.brown@nowfe.com.

The winery is responsible for all shipping costs. The winery needs to CLEARLY mark each box with the participating event and winery name. NOWFE will deliver your product to each event but if not marked or marked incorrectly, we can't guarantee that it'll make it to the event. After the event, you are responsible for taking your leftover product with you. Otherwise, it will be a donation to NOWFE.

SHIPPING ADDRESS:

Elmwood Self Storage & Wine Cellar
Attn: New Orleans Wine & Food Experience
1004 S. Clearview Pkwy, UNIT 2093
Harahan, LA 70123

FOR WINERIES WISHING TO PARTICIPATE WITH A DISTRIBUTOR, your distributor will need to deliver all of your product to each event. NOWFE will provide a full delivery schedule for each event to the distributors one to two weeks prior to your events. Your distributor is responsible for taking all of your leftover product directly after the event. If not picked up, it'll become a donation to NOWFE.

WINERY 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 winemaker or winery owner for media purposes (optional).
- Company logo for use on materials if needed.
- Amount of product specified in our guidelines associated with your registered event.
- Pourers for your participating wine(s) or a representative from your distributor to pour your wine(s).

WE SUPPLY:

- Signage for winery.
- One (1) table with linen at Vinola.
- One (1) table with linen at the Grand Tasting.
- One (1) table with linen at the Tournament of Rosés.
- Two (2) glasses for wine sampling to ensure its quality.
- Wineries are allotted two (2) vendor working passes per table for those working the event.
- Ice and ice bins (if needed).
- Spit buckets (if needed).