



The Royal Street Stroll
Thursday, April 4, 2019 | 5:30-8:30pm | VIP Early Entry at 5:00pm
Gallery Registration Fact Sheet

NOWFE is a NON-PROFIT ORGANIZATION

To date, the New Orleans Wine & Food Experience has raised over \$1.2 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 27th 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.

Our signature evening event, the Royal Street Stroll, brings together New Orleans' greatest gifts—rare antiques, fine art, live music, and stunning historic architecture—with the world's most outstanding wines. Attendees will shop the enchanting galleries of Royal Street while experiencing wine offerings at each stop and food tents along the way. The Stroll is led "parade-style" by the Krewe of Cork, a world-famous wine industry phenomenon, with several renowned winemakers serving as Grand Marshals.

ROYAL STREET STROLL

Thursday, April 4, 2019 | 5:30-8:30pm

VIP Early Access Hours: 5:00 to 5:30pm

VIP Experience: We are looking for a gallery to host 150 VIP ticketholders on Royal Street. The VIP location will have a small musical band, wine, and food stations. This is ideal for a gallery who may have an upstairs, or more than one room, so you can still have part of your gallery open to the public. Please let us know if you are interested in participating as a VIP gallery.

General Admission Hours: 5:30-8:30pm

Location: 300-800 blocks of Royal Street. We ask that galleries within these blocks to sign up for participation.

Winery Pairings: Participating galleries are paired with a winery that has registered for the Royal Street Stroll. Wineries will pour wine inside the galleries, while attendees shop and drink along the street. Please make sure you can accommodate a prominent space for the winery to serve and display their product. **PLEASE NOTE: ALL WINES ARE DONATED AND PAIRINGS ARE BASED ON AVAILABILITY.**

Wine Deliveries: Donated wine will be delivered to the galleries on Wednesday, April 3, 2019 between 11:00am-2:00pm. Someone from the gallery must be present during that time to accept the delivery.

Registration Deadline: The deadline to register as a gallery is 5:00pm on Monday, February 18, 2019. **Any registrations received after February 18, 2019 are not guaranteed a winery, signage or placement on the Royal Street Stroll Passport.**

WE SUPPLY:

- Signage for outside of gallery
- One (1) lecture table/school boy with linen (for winery)
- Ice (for winery)
- One (1) Bus Tub (for winery) & a Spit Bucket (for winery)
- Two (2) Royal Street Stroll Glasses

New Orleans

WINE & FOOD EXPERIENCE

- Discounted tickets (up to four) for Royal Street Stroll or Grand Tasting (Contact Aimee Brown at aimee.brown@nowfe.com if you are interested in buying discounted tickets)
- Two (2) wristbands which allows you to sample food on Royal Street
- Gallery name printed on Royal Street Stroll attendee's credentials
- Gallery included in Royal Street Stroll specific promotion and marketing of the event