



The Royal Street Stroll  
Thursday, March 19, 2020 | 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 28<sup>th</sup> 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.

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.

This year, we want to focus on expanding our gallery and store participation by asking you to host our sponsors, restaurants and wineries. We want to bring more foot traffic into your spaces while making a great partnership with our long time supporting galleries and stores of Royal Street. Many of our galleries have continued to be a support to NOWFE over the years and we want to build on that relationship while gaining new ones!

**ROYAL STREET STROLL**

**Thursday, March 19, 2020 | 5:30-8:30pm**

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

This is for wine buyers, chefs and invited media, as well as early entry and VIP ticket holders. Takes place one half hour prior to the general admission gates open at the Royal Street Stroll.

**VIP Experience:** We are looking for a gallery to host 150 VIP ticketholders on Royal Street. The VIP location will potentially have a small musical band, winery, 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 note that only the VIPs would have access to your gallery during the Stroll. 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/Restaurant/Sponsor Pairings:** Participating galleries are paired with a winery, restaurant or sponsor that has registered for the Royal Street Stroll. Wineries will pour wine, restaurants will serve small bites and sponsors will activate their brand inside and potentially outside of the galleries, while attendees shop and drink along the street. Please make sure you can accommodate a prominent space to serve and display their product. When you register, you can select your preferred vendor. **PLEASE NOTE: ALL WINES & FOOD ARE DONATED AND PAIRINGS ARE BASED ON AVAILABILITY.**

**Wine Deliveries:** Donated wine will be delivered to the galleries on Wednesday, March 18, 2020 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 March 9, 2020. **Any registrations received after March 9, 2020 are not guaranteed a NOWFE partner, signage or placement on the Royal Street Stroll Passport.**



**WE SUPPLY:**

- Signage for outside of gallery or store
- One (1) lecture table/school boy with linen (for winery/restaurant)
- Ice (for winery/restaurant)
- One (1) Bus Tub (for winery) & a Spit Bucket (for winery)
- Two (2) Royal Street Stroll Glasses
- Discounted tickets (up to four) for Royal Street Stroll or Grand Tasting (Contact Aimee Brown at [aimee.brown@nowfe.com](mailto: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 flyer
- Gallery included in Royal Street Stroll specific promotion and marketing of the event