



May 25-28, 2017

Winery Registration Fact Sheet

NOWFE is a NON-PROFIT ORGANIZATION

To date, the New Orleans Wine & Food Experience has raised over \$1 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 25th anniversary year, our New Orleans festival has become one of the most incredible culinary events in the nation, attracting over 10,000 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.

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 over indulged at the events
- At the end of the event, please put your partially full or any opened bottles under your table

OPTIONAL EVENTS FOR EACH WINERY:

VINOLA

Friday, May 26, 2017 | 2:00-5:00pm

Location: Omni Royal Orleans Hotel, Ballroom

Trade Time: 1:00-2:00pm (tables ready for 12:30pm)

General Admission Hours: 2:00-5:00pm

Guidelines:

- Red Wines poured must have a published retail value of \$75.00 or higher, White Wines and Sparklings must have a published retail value of \$40.00 or higher
- Wineries should provide at least four to six (4-6) bottles of each wine poured
- If you wish to register more than eight (8) wines for Vinola, please contact Gillian Stagg at gstagg@noci.com
- Wines submitted will be reviewed and selected by the Vinola Committee
- Winemakers and Principals will receive 1 room for 2 complimentary nights in a NOWFE sponsor hotel. The deadline to reserve a room is March 14, 2017. Representatives will receive our exhibitor rate.
- The winery distributor will be responsible for any leftovers, pick up and credit
- Participating winery will receive placement in a full color program
- Vinola allows a maximum of TWO representatives per wine table (including wine maker, pourer, owner, etc.)
- Deadline to register is April 3, 2017

ROYAL STREET STROLL

Friday, May 26, 2017 | 5:30-8:30pm

Early Entry 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.

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

Location: 200-900 blocks of Royal Street

Sampling: Please be prepared to supply 1,500 2oz samples. We expect 2,500 in attendance and typically sell out.

NOTE: All wineries will be paired with a gallery; all sponsors will receive a 10x10 tent. If you are interested in a Premium Placement, please contact Cate Ferguson at cferguson@noci.com

Guidelines:

- Wines poured must have a wholesale value of \$8.00 and higher

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WINE & FOOD EXPERIENCE

- Wineries must provide 6 cases of each still wine or 7 cases of each sparkling wine (limit to 2 bottles or types as space is limited in galleries).
- If you are exhibiting in a sponsored tent on Royal Street, you can show up to up to eight (8) wines per tent, we suggest no less than twelve (12) of each wine.
- Participating galleries host 1 or more wineries, depending on size
- The winery distributor is responsible for any leftovers, pick up and credit
- Participating winery will receive internet and print placement in Royal Street Stroll media and materials
- Deadline to register: April 3, 2017

GRAND TASTING

Saturday, May 27, 2017 | 6:00-9:00pm

Early Entry Hours: 5:30 to 6:00pm

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 Grand Tasting.

General Admission Hours: 6:00-9:00pm

Trade Hour: 5:00-6:00pm

Location: TBA

Guidelines:

- Table fee is \$500 per table. Includes staff access for TWO to the Grand Tasting if you need additional staffing, you can purchase exhibitor passes for \$75 per staffer.
- Wines poured must have a wholesale value of \$12.00 or higher
- Promotional materials are allowed
- Wineries may exhibit up to eight (8) wines per table, we suggest no less than twelve (12) of each wine (please note that we expect 2,500 attendees and typically sell out)
- A six foot skirted table, signage, buckets, ice and 2 tasting glasses are provided
- Retail sales are prohibited
- The winery distributor is responsible for any leftovers, pick up and credit
- Deadline to register: April 3, 2017

THE BIG GATEAUX SHOW

Saturday, May 27, 2017 | 9:00-11:00pm

Early Entry Hours: 8:30 to 9:00pm

This is for VIP ticket holders. Takes place one half hour prior to the general admission gates open.

General Admission Hours: 9:00-11:00pm

Location: Marriott Convention Center Hotel Ballroom

Guidelines:

- Wines poured must have a wholesale value of \$8.00 and higher
- Wineries must provide at least 2 cases per wine exhibited (400 attendees expected, please plan accordingly)
- Wines submitted will be reviewed and selected by The Big Gateaux Show committee
- The winery will be responsible for any leftovers, pick up and credit
- Wineries are allowed a maximum of 2 representatives per table
- Deadline to register: April 3, 2017
- NOTE: If you are participating with the Grand Tasting, this event's setup runs concurrent with that event. PLEASE BE PREPARED TO PROVIDE STAFF FOR BOTH EVENTS AS THEY ARE BACK TO BACK.

OTHER EVENT OPPORTUNITIES:

Wine Dinners

Date: Thursday, May 25, 2017 | 7:00pm

Location: City-wide restaurants

Seminars

Dates: Friday, May 26, 2017 – Sunday, May 28, 2017, various times

Location: TBA

Experiences

Dates: Friday, May 26, 2017 – Sunday, May 28, 2017, various times

Location: City-wide locations

For more information on these events, please contact Cate Ferguson at cferguson@nocci.com



WINERY EXHIBITOR PASSES & FESTIVAL TICKETS:

If you'd like to purchase additional tickets either for friends and family or for a working representative, please contact Cate Ferguson at cferguson@nocci.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

WE SUPPLY:

- Cross marketing package with sharable graphics
- Signage for winery
- One (1) table with linens at the Grand Tasting & The Big Gateaux Show
- One (1) table with linens and placement inside a participating gallery at the Royal Street Stroll
- Two (2) glasses for wine sampling to ensure its quality
- Wineries are allotted two (2) vendor passes per table for those working the event
- Ice and ice bins (if needed)
- Spit buckets