



April 3-7, 2019

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 27th 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. Your local distributor will help 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 over indulged at the events
- At the end of the event, please put your partially full or any opened bottles under your table

New Orleans Wine & Food Experience is proud to announce their 2019 wine retailer, Brady's Wine Warehouse. All participating wineries can sell their wine through them at EVERY event! Attendees will have a wristband that allows them to purchase wines from the retailer and also on the NOWFE app. To have your wine featured on our app please submit the list of wines you will be showcasing at the festival by March 1, 2019.

NOWFE's Silent Auction

Help NOWFE ramp up our silent auction. Submit your higher end wines; the best of the best and/or signed bottles for a good cause! If you cannot participate in NOWFE, we would still love your participation in our auction.



OPTIONAL EVENTS FOR EACH WINERY:

VINOLA

Friday, April 5, 2019 | 2:00-5:00pm

Location: Omni Royal Orleans

Cost: FREE to all wineries

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

This is for wine buyers, chefs and invited media, as well as early entry and VIP ticket holders.

General Admission Hours: 2:00-5:00pm, VIP's will enter at 1:30pm

Sell your wine through Brady's Wine Warehouse

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@nocci.com.
- Wines submitted will be reviewed and approved 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 February 14, 2019. 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 February 18, 2019.
- Wineries can sell their wine through Brady's Wine Warehouse. Attendees will have wristbands with their credit cards activated on them for easy scanning and purchasing.
- The NOWFE app will also have wine retail available. Deadline to be featured on the app is March 1, 2019.
- It is preferred that you submit product that is from the distributor's current inventory to help with sales. if you choose to mail something in, please note that we will not be able to add it to the retail list.

ROYAL STREET STROLL

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

Early Entry Hours: 5:00pm

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

Location: 200-800 blocks of Royal Street

Cost: FREE to all wineries

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

NOTE: All wineries will be paired with a gallery; all sponsor wineries will receive a 10x10 tent. If you are interested in a premium placement, please contact aimee.brown@nowfe.com.

Sell your wine through Brady's Wine Warehouse

Guidelines:

- Wines poured must have a retail value of \$8.00 and higher.
- 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: February 18, 2019.

New Orleans

WINE & FOOD EXPERIENCE

- It is preferred that you submit product that is from the distributor's current inventory to help with sales. if you choose to mail something in, please note that we will not be able to add it to the retail list.

GRAND TASTINGS

Friday, April 5, 2019 | 6:00-9:00pm | Early Entry: 5:30pm

Saturday, April 6, 2019 | 2:00-5:00pm | Early Entry: 1:30pm

Location: The Sugar Mill

Cost: \$250 per table. Wineries MUST participate in BOTH days.

Sell your wine through Brady's Wine Warehouse

Guidelines:

- Registration includes staff access for TWO to each Grand Tasting.
- Wines poured must have a retail value of \$14.00 or higher.
- Promotional materials are allowed.
- Wineries may exhibit up to eight (8) wines per table, we suggest no less than six (6) of each wine (please note that we expect 900 attendees and will sell out).
- A six foot skirted table, signage, buckets, ice and 2 tasting glasses are provided.
- The winery distributor is responsible for any leftovers, pick up and credit.
- Deadline to register: February, 18, 2019.
- It is preferred that you submit product that is from the distributor's current inventory to help with sales. if you choose to mail something in, please note that we will not be able to add it to the retail list.

OTHER EVENT OPPORTUNITIES:

Wine Dinners

Date: Wednesday, April 3, 2019 | 7:00pm

Location: City-wide restaurants

Sell your wine through Brady's Wine Warehouse

Seminars

Dates: Friday, April 5, 2019 & Saturday, April 6, 2019 | 9:30am-1:30pm

Location: Intercontinental Hotel, 2nd Floor

Sell your wine through Brady's Wine Warehouse

Experiences

Dates: Friday, April 5, 2019 – Sunday, April 7, 2019 | various times

Location: City-wide locations

Sunday Brunch

Date: Sunday, April 7, 2019 | 11:00am-2pm

Location: New Orleans Culinary and Hospitality Institute (NOCHI)

Sell your wine through Brady's Wine Warehouse

For more information on these events, please contact Aimee Brown at aimee.brown@nowfe.com

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.

WE SUPPLY:

- Signage for winery.
- One (1) table with linens at the Grand Tasting.
- 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.