



## Winery Registration Fact Sheet March 18-22, 2020

### 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 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 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. 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 excited to announce that they will be doing wine retailing again in 2020! All participating wineries can sell their wine through the retailer at the participating events. To have your wine featured on our app please submit the list of wines you will be showcasing at the festival by March 9, 2020.

### NOWFE's Grand Tasting Wine Raffle

Help NOWFE ramp up our Wine Raffle! Please help by submitting 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 raffle.

### OPTIONAL EVENTS FOR EACH WINERY:

#### VINOLA

Thursday, March 19, 2020 | 1:30-4:30pm

Location: The Capital on Baronne

Cost: FREE to all wineries

Trade/VIP 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: 2:00-4:30pm

Sell your wine through NOWFE's retailer

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 Madison Martin [mmartin@nocci.com](mailto:mmartin@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 for this event. The deadline to reserve a room is February 14, 2020. Representatives will receive our exhibitor rate at a partner hotel.
- 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 March 9, 2020.
- Wineries can sell their wine through NOWFE's retailer.
- Deadline to be featured on the NOWFE app is March 9, 2020.
- 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, March 19, 2020 | 5:00-8:30pm**

**Early Entry Hours:** 5:00pm

**VIP Experience:** 150 VIP Ticket Holders will experience exclusive food and wine on Royal Street. Interested in being part of the VIP experience? Be prepared to supply 150 2oz pours in a VIP location TBD.

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

**Location:** 300-800 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 at [aimee.brown@nowfe.com](mailto:aimee.brown@nowfe.com)

### Guidelines:

- Wines poured must have a retail value of \$12.00 and higher.
- Wineries must provide 4 cases of each still wine or 5 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: March 9, 2020.
- 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 since it is not through a distributor. If you do not have a distributor, please contact [aimee.brown@nowfe.com](mailto:aimee.brown@nowfe.com) to coordinate where to mail your wine.

## GRAND TASTINGS

**Friday, March 20, 2020 | 6:00-9:00pm | Early Entry: 5:30pm**

**Saturday, March 21, 2020 | 2:00-5:00pm | Early Entry: 1:30pm**

**Location:** The Sugar Mill

**Cost:** \$325 per table. Wineries MUST participate in BOTH days.

**Sell your wine through NOWFE's Retailer**

**Guidelines:**

- Registration includes staff access for TWO to each Grand Tasting.
- Wines poured must have a retail value of \$18.00 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 950 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: March 9, 2020.
- 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 since it is not through a distributor. If you do not have a distributor, please contact [aimee.brown@nowfe.com](mailto:aimee.brown@nowfe.com) to coordinate where to mail your wine.

**OTHER EVENT OPPORTUNITIES:**

## Wine Dinners

Date: Wednesday, March 18, 2020 | 7:00pm

Location: City-wide restaurants

## Labs

Dates: Friday, March 20, 2020 & Saturday, March 21, 2020 | 10am-4:30pm

Location: New Orleans Culinary & Hospitality Institute (NOCHI)

*Please note that we have changed the name to Labs from the previously known Seminars*

## Experiences

Dates: Friday, March 20, 2020 – Sunday, March 22, 2020 | various times

Location: City-wide locations

## Tournament of Rosés

Date: Saturday, March 21, 2020 | 11:00am-1:00pm

Location: 500 Block of Fulton Street

## Grand Tastings After Party | 5:30-7:30pm

Date: Saturday, March 21, 2020

Location: The Catahoula Hotel Rooftop

## Burlesque, Bubbly &amp; Brunch

Date: Sunday, March 22, 2020 | 11:00am-1pm

Location: Omni Royal Orleans Hotel

For more information on these events, please contact Aimee Brown at [aimee.brown@nowfe.com](mailto: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](mailto: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 linen at the Grand Tasting.
- One (1) table with linen 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 (if needed).

**Registration:** All event registration can be completed at the NOWFE website ([www.nowfe.com](http://www.nowfe.com)) or through the direct link to our registration site: <https://tickets.nowfe.com/p/wineryreg>