



Winery Registration Fact Sheet June 9-13, 2021

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 29th year, our New Orleans festival has become one of the most incredible culinary events in the nation, attracting 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!

NOWFE along with their Pandemic Meeting and Event Design Certified event planning company, nocci, are working tirelessly to ensure that we have a safe experience for all of our attendees as well as you, our vendors. We could never have this without the support of our wineries and distributors. Please note that we will have reduced capacity and be in full compliance with all state and local guidelines. Your safety and the safety of our attendees is our number one priority.

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 2021 at both Vinola events and all three Grand Tastings! All participating wineries can sell their wine through our wine retailer, Brady's Wine Warehouse, at these participating events. 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. Please make sure you have all wine registered NO LATER than May 24, 2021.

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. If you have any questions, please contact Aimee Brown at aimee.brown@nowfe.com

NOWFE EVENTS FOR WINERIES

WINE DINNERS *

Date: Wednesday, June 9, 2021 | 7:00pm

Location: City-wide restaurants

Participation Fee: FREE to participate

Please contact Cate Ferguson at cferguson@nocci.com for more information on participating

VINOLA – NEW this year... we have TWO Vinola Tastings!

Thursday Afternoon Vinola, June 10, 2021

VIP Early Entry Time: 12:00 to 12:30pm (This is for our VIP attendees)

General Admission Hours: 12:30 to 3:00pm

Thursday Evening Vinola, June 10, 2021

VIP Early Entry Time: 5:00 to 5:30pm (This is for our VIP attendees)

General Admission Hours: 5:30 to 8:00pm

NEW Location: The Capital on Baronne | 210 Baronne St. Suite 100 NOLA 70112

Attendance Estimation: 150 per Vinola Event

Participation Fee: FREE to all wineries; not required to participate in both Vinola Events

Sell your wine through NOWFE's retailer

COVID & CITY GUIDELINE PLANS:

Trade: NOWFE is offering a 15% off ticket to trade representatives for both sessions of Vinola

PLAN 1 – SEATED VINOLA

- Planning Vinola with today's current guidelines, puts us at a seated event with minimal co-mingling among attendees. ALL people at the event including staff, wineries, restaurants and attendees will be required to wear a mask when not seated.
- All attendees will be seated with their pod at a table where they will have a Vinola glass, spit bucket and pitcher of water. All tables will be socially distant from each other following CDC guidelines. Attendees when sitting, can remove their masks to eat and drink. If they need to leave the table, a mask will be required.
- Wineries will have a table for their wine where they will be stationed away from attendees and spaced apart from each other. Each table will have a bus tub with ice to cool their whites or sparklings.
- Wineries will be organized to where they will go to the individual attendee tables and pour a 1.5 to 2 oz pour. They can then answer any questions that the attendees may have and move on to the next table.
- Due to this format, we ask for 14 bottles of each wine for each session being showcased so that all attendees a chance to a pour.
- We are limited to how many wines we can pour so that each attendee will have a pour. We are only able to have a total of 18 wines.

PLAN 2 – WALK AROUND VINOLA (subject to state and city guidelines as of June 1, 2021)

- If guidelines from the state and city by June 1st do allow us to have a walk around event, we will transition into our regular Vinola program of a walk around event.
- Each winery will have a table for their wine where they will be stationed with a bus tub with ice to cool their white wines or sparklings.
- Each attendee will walk around the event and come up to winery tables where wineries will pour a 1.5-2oz pour.
- Due to this format, we ask for 4-6 bottles of each wine for each session being poured.

Other Important Information:

- Red wines poured must have a published retail value of \$60.00 or higher
- White wines and Sparklings must have a published retail value of \$30.00 or higher
- If you wish to register more than eight (8) wines for Vinola or more than one (1) table, please contact Cate Ferguson at cferguson@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 April 30, 2021. Representatives will receive our exhibitor rate.
- Vinola allows a maximum of TWO representatives per wine table (including winemaker, pourer, owner, etc).
- The winery distributor will be responsible for any leftovers, pick up and credit.

- Deadline to register is May 24, 2021.
- 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. If you do not have a distributor, please contact aimee.brown@nowfe.com to coordinate where to mail your wine.

GRAND TASTINGS

Friday Evening Grand Tasting, June 11, 2021 | 6:00-9:00pm

VIP Early Entry Time: 5:30 to 6:00pm

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

Saturday Afternoon Grand Tasting, June 12, 2021 | 12:30-3:30pm

VIP Early Entry Time: 12:00 to 12:30pm

General Admission Hours: 12:30 to 3:30pm

Saturday Evening Grand Tasting, June 12, 2021 | 6:00-9:00pm

VIP Early Entry Time: 5:30 to 6:00pm

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

Location: The Sugar Mill | 1021 Convention Center Blvd. NOLA 70130

Attendance Estimation: 250 per Grand Tasting (total for all three is 750 attendees)

Table Fee: \$325 per table for 2 Grand Tastings; however, if you choose to participate in all 3 Grand Tastings, you will receive a discounted price of \$225 per table. You must choose two sessions of the Grand Tastings to participate, the third session is optional but encouraged.

Sell your wine through NOWFE's Retailer

COVID & CITY GUIDELINE PLANS:

PLAN 1 – SEATED GRAND TASTINGS

- Planning the Grand Tastings with today's current guidelines, puts us at a seated event with minimal co-mingling among attendees. ALL people at the event including staff, wineries, restaurants and attendees will be required to wear a mask when not seated.
- All attendees will be seated with their pod at a table where they will have a Grand Tasting glass, spit bucket and pitcher of water. All tables will be socially distant from each other following CDC guidelines. Attendees when sitting, can remove their masks to eat and drink. If they need to leave the table, a mask will be required.
- Wineries will have a table for their wine where they will be stationed away from attendees and spaced apart from each other. Each table will have a bus tub with ice to cool their white or sparklings.
- Wineries will be organized to where they will go to the individual attendee tables and pour a 1.5 to 2 oz pour. They can then answer any questions that the attendees may have and move on to the next table.
- Due to this format, we ask for 2 cases per session of each wine being showcased so that all attendees have a chance to a pour.
- We are limited to how many wines we can pour so that each attendee will have a pour. We are only able to have a total of 25 wines per session.

PLAN 2 – WALK AROUND GRAND TASTINGS (subject to state and city guidelines as of June 1, 2021)

- If guidelines from the state and city by June 1st do allow us to have a walk around event, we will transition into our regular Grand Tasting program of a walk around event.
- Each winery will have a table for their wine where they will be stationed with a bus tub with ice to cool their white wines or sparklings.
- Each attendee will walk around the event and come up to winery tables where wineries will pour a 1.5-2oz pour.
- Due to this format, we ask for 8-10 bottles of each wine for each session being poured.

Other Important Information:

- Wines poured must have a retail value of \$14.00 or higher.
- Wineries may exhibit up to eight (8) wines per table.
- Registration includes staff access for TWO to each Grand Tasting.
- The winery distributor is responsible for any leftovers, pick up and credit.
- Promotional materials are allowed.
- Deadline to register: May 24, 2021.
- 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 to coordinate where to mail your wine.

TOURNAMENT OF ROSÉS

Date: Saturday, June 12, 2021 | 11:00 to 1:00pm

Location: 500 Block of Fulton Street (In front of Manning's)

Attendance Estimation: 150 attendees

Participation Fee: FREE to participate

COVID & CITY GUIDELINE PLANS:

PLAN 1 – SEATED TOURNAMENT OF ROSÉS

- Planning the Tournament of Rosés with today's current guidelines, puts us at a seated event with minimal co-mingling among attendees. ALL people at the event including staff, wineries, restaurants and attendees will be required to wear a mask when not seated.
- All attendees will be seated with their pod at a table where they will have a tasting glass, spit bucket and pitcher of water. All tables will be socially distant from each other following CDC guidelines. Attendees when sitting, can remove their masks to eat and drink. If they need to leave the table, a mask will be required.
- Wineries will have a table for their wine where they will be stationed away from attendees and spaced apart from each other. Each table will have a bus tub with ice to cool their wine.
- Wineries will be organized to where they will go to the individual attendee tables and pour a 1.5 to 2 oz pour. They can then answer any questions that the attendees may have and move on to the next table.
- Due to this format, we ask for 14 bottles of each wine being showcased so that all attendees have a chance to a pour.
- We are limited to how many wines we can pour so that each attendee will have a pour. We are only able to have a total of 18 wines.

PLAN 2 – WALK AROUND TOURNAMENT OF ROSÉS (subject to state and city guidelines as of June 1, 2021)

- If guidelines from the state and city by June 1st do allow us to have a walk around event, we will transition into our regular Tournament of Rosés program of a walk around event.
- Each winery will have a table for their wine where they will be stationed with a bus tub with ice to cool their wine.
- Each attendee will walk around the event and come up to winery tables where wineries will pour a 1.5-2oz pour.
- Due to this format, we ask for 6-8 bottles of each wine being poured.

Other Important Information:

- We are looking for Rosés from France, Spain, Italy, United States and the Southern Hemisphere.
- There will be a People's Choice awards where you could win Best of Show, Gold, Silver or Bronze.
- Registration includes staff access for ONE to pour at the event.
- The winery distributor is responsible for any leftovers, pick up and credit.
- Promotional materials are allowed.
- Deadline to register: May 24, 2021.

LABS *

Dates: Friday, June 11, 2021 – Saturday, June 12, 2021, various times

Location: NOCHI | 725 Howard St. NOLA 70130

Attendance Estimation: 20 to 65 attendees depending on the Lab

Participation Fee: FREE to participate

EXPERIENCES *

Dates: Friday, June 11, 2021 – Sunday, June 13, 2021, various times

Location: Various Locations throughout the city

Attendance Estimation: 20 to 75 attendees depending on the

Participation Fee: FREE to participate

*For more information on the Wine Dinners, Labs and Experiences, please contact Aimee Brown at aimee.brown@nowfe.com

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.
- Please abide by all COVID guidelines and wear a mask. More details to come.

WE SUPPLY:

- Signage for winery.
- Table with linen at the Grand Tastings and Vinolas.
- Two (2) glasses for wine sampling to ensure its quality.
- Vendor passes per table for those working the event (for quantity, please check above details)
- Ice and ice bins and spit buckets (if needed).

HOTEL ROOMS

Please check the hotel section of www.nowfe.com for discount rates with our hotel partners.