



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 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!

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. We do fill up fast and will likely close registration early due to limited capacities in our venues.

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

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

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

COVID & CITY GUIDELINE PLAN FOR OUR SEATED VINOLAS:

Logistical Plan:

- Both 2021 Vinola Events will be a seated, dining experience. Prior to the event, all attendees will have been placed in bubble groups with guests they requested to sit with. When they arrive, they will be escorted by a staff member to their assigned table. At their table, guests will be provided with hand sanitizer, (3) wine glasses, a tasting menu, a pen, and a spit bucket. All guests are required to wear a mask unless seated at their table.
- Each Vinola will begin with an opening introduction. Immediately following the introduction, the first flight will be presented on stage by the distributor/vintner. Each flight will have 3 wines. When the distributor/vintner begins their presentation, the wine volunteers provided by the venue will begin pouring with proper PPE equipment (gloves & masks). Prior to pouring, the venue will be told which wine correlates with which numbered glass. This process will repeat 7 times making a total of 21 wines showcased.
- As we complete our Run of Show, all food will be individually plated and served to guests. These will be scheduled throughout the event and will be shared with you once our Run of Show is confirmed and completed.
- When the event is over, all guests will be required to wear their masks to leave.

Winery Participation:

- We ask that you bring no more than 2 volunteers per winery.
- Each distributor/vintner should be prepared to give a 3-5 minute background on the wine presented. This presentation style was done last December at our Seated Mini-Vinola and was successful. Every attendee was able to hear about every wine.
- If you are able to assist in pouring, it would be appreciated. The wines will be organized and placed on a table for ease for the servers to grab and serve the attendees. NOCCI, NOWFE's logistics team, will be there to ensure that everything is ran efficiently and correctly.

The Wine Ask:

- We kindly ask that you bring 14 bottles per wine for each Vinola. We will be serving each guest a 2 oz pour. The glass will have a 2oz pour line to make sure that we're following the 2oz pour rule. There will be a max of 150 attendees at each Vinola.
- If you have already registered for more than 3 wines, we ask that you only serve 3 wines so that we can keep our flights uniform with how many glasses will be at each setting. Once you know which wines you'd like to present, please email Cate Ferguson at cferguson@nocci.com so that she can make sure to update the registration on your behalf. If you only want to showcase 1-2 wines, we will pair you in a flight with another winery who is only showcasing 1 so that it makes a complete flight of 3.

Other Important VINOLA 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.
- You may register for no more than **THREE (3)** wines for Vinola as we are doing flights of three.
- 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 May 20, 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 but please register quickly as we fill up quickly and could shut registration down early. For all registration questions or assistance, please contact Cate Ferguson at cferguson@nocci.com.
- 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 PLAN FOR ALL GRAND TASTINGS:

Logistical Plan:

- The Grand Tasting event will be a **walk around** seated dining experience where each attendee will have their own designated seat within their pod.
- The wine and food tables will be set up around the room, as they have in the past, where attendees will go up to the wine table to get their 2oz pours. The attendees will then go back to their designated seat where they will enjoy their food and wine.
- To make sure that all guests are following our social distance guidelines and mask mandate, safety monitors will be positioned around the room and near the wine tables so that the wineries are not responsible for enforcing the rules to the guests.

Provided for Each Winery:

- An 8' draped table will be provided along with a bus tub with ice for chilling your wines.
- Two glasses for tasting your wine. A max of two representatives will be allowed to pour at each table.

The Wine Ask:

- We are kindly asking for 8-10 bottles of each type of wine poured per Grand Tasting event.
- You can showcase up to 8 wines on your table.

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 is May 24, 2021 but please register quickly as we fill up quickly and could shut registration down early. For all registration questions or assistance, please contact Cate Ferguson at cferguson@nocci.com.
- 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 | 11:00am 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 PLAN FOR THE SEATED TOURNAMENT OF ROSÉS:

Logistical Plan:

- The Tournament of Roses will be a seated, dining experience. Prior to the event, all attendees will have been placed in bubble groups with guests they requested to sit with. When they arrive, they will be escorted by a staff member to their assigned table. At their table, guests will be provided with hand sanitizer, (3) wine glasses, a tasting menu, a pen & a spit bucket. All guests are required to wear a mask unless seated at their table.
- At 11 am, the event will begin with an opening introduction. Immediately following the introduction, the first flight will be presented on stage by the distributor/vintner. Each flight will have 2-3 wines. When the distributor/vintner begins their presentation, the wine volunteers provided by the distributor will begin pouring with proper PPE equipment (gloves & masks). Prior to pouring, the volunteers will be told which wine correlates with which numbered glass. This process will repeat 3 times.
- After the 3rd time, guests will receive (3) small bites from Bonfire Catering. All food will be individually plated and served to guests. After all small bites are passed out, the presentation will begin again with Flight 4, 5 & 6.
- When Flight 6 ends, guests will be instructed to scan the QR code on their menu to vote for their favorite Rose. Real time results will be presented to NOCCI (Logistics Team) and the TOR medal will be presented onsite to the distributor/vintner with the most favorable Rose. When the event is over, all guests will be required to wear their masks to leave.

Winery Participation:

- Please arrive no later than 10 am and plan to stay until 1 pm. We will have a brief meeting to go over specifics promptly at 10:15 am.
- We ask that you bring 1 volunteer per wine. Your wine volunteers will be in charge of the 2 oz pour for all attendees.
- Each distributor/vintner should be prepared to give a 1-3 minute background on the wine presented.
- Note: Volunteers should be prepared to help pour all wines, not just the wines you distribute/make.

The Wine Ask:

- We ask that you bring 8-10 bottles per wine. We will be serving each guest a 2 oz pour. There will be a max of 100 attendees on-site.

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 is May 24, 2021 but please register quickly as we fill up quickly and could shut registration down early. For all registration questions or assistance, please contact Cate Ferguson at cferguson@nocci.com.

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 experience

Participation Fee: FREE to participate

BURLESQUE, BUBBLY & BRUNCH *

Dates: Sunday, June 13, 2021 | 11:00am to 1:00pm

Location: Omni Royal Orleans Hotel

Attendance Estimation: 170 attendees

Participation Fee: FREE to participate

*For more information on the Wine Dinners, Labs, Experiences and the Brunch 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.

WE SUPPLY:

- Signage for winery.
- Table with linen at the Grand Tastings, Vinolas & Tournament of Rosés..
- 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.