



Winery Registration Fact Sheet June 7-12, 2022

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 30th 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. Please reach out to your local distributor to assist 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

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:

NOWFE INTERNATIONAL WINE COMPETITION – NEW TO NOWFE 2022!!

Description: In celebration of our 30th year, we're proud to bring back the NOWFE Wine Awards. We invite you to enter your wines for three days of judging at the newly opened Four Season Hotel in New Orleans, May 23 - 25. Wines submitted to the NOWFE International Wine Competition will be evaluated by a panel of well-respected industry experts and wine judges from across the country. Competition awards will be presented at the NOWFE event in New Orleans from June 7 – 12. We look forward to having you join us for this anniversary celebration.

Judging Dates: May 23 – 25, 2022

Location: Four Seasons Hotel New Orleans

Cost: \$60 per entry

Registration is done through a separate website. Please visit www.nowfe.com or the wine competition website directly here: <https://enofileonline.com/landing.aspx?competitionID=2858>

Entry Requirements – An official entry shall consist of ONE of the following:

- Three (3) 750mL bottles
- Three (3) 1L bottles, carafes or boxes
- Two (2) 1.5mL bottles
- Four (4) 375 mL or 500 mL bottles
- Two (2) 3L boxes
- One (1) 5L box

Shipping Info: Wine must be received by May 9, 2022. The Four Seasons Hotel (where the judging is taking place) will ONLY accept wines that have a distributor.

For wineries wishing to participate without a distributor, please ship here:

Elmwood Self Storage & Wine Cellar
Attn: New Orleans Wine & Food Experience
1004 S. Clearview Parkway, UNIT #2116
Harahan, LA 70123

Make certain to enclose a copy of the packing slip or entry form in each box. Make sure the wines that are shipped match the entry form. NOWFE will not send back wines that were incorrectly sent. The entering winery is responsible for all shipping costs. Please note the entry number on the outside of the box.

For wineries able to deliver through their local Distributing Company, please ship/deliver here:

Four Seasons Hotel New Orleans
New Orleans Wine & Food Experience International Wine Competition
Attn: Christopher Jordan
2 Canal Street
New Orleans, LA 70130

All wine must be delivered by a licensed distributor with a zero-balance invoice. All incoming product must enter and exit the Hotel through the Hotel's loading dock. Distributors are not permitted to utilize valet parking and are required to make alternate parking arrangements in advance. All deliveries and pick-ups must be coordinated with the Hotel in advance. Please note the entry number on the outside of the box. **Please contact Maria Eaton to schedule your wine drop off: Maria.Eaton@fourseasons.com. Wine drop-off is available Monday-Friday.**

For questions or information: timideas1@gmail.com | (504) 452-7486

VINOLA

THURSDAY | JUNE 9, 2022

Early Entry / VIP / Trade: 1:30 to 2:00pm

General Admission: 2:00 to 4:30pm

NEW Location: Four Seasons Hotel New Orleans

Cost: FREE to all wineries

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

Number of Attendees: approximately 350

Guidelines:

- Red wines poured must have a published retail value of \$65.00 or higher.
- White wines and Sparkling wines poured must have a published retail value of \$40.00 or higher.
- Wineries should provide at least six (6) bottles of each wine poured.
- If you wish to register more than eight (8) wines for Vinola, please contact Cate Ferguson | 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 May 4, 2022. Representatives will receive our exhibitor rate.
- Vinola allows a maximum of TWO representatives per wine table (including wine maker, pourer, owner, etc).
- The winery distributor is responsible for any leftovers, pick up and credit. If you do not have a distributor, the winery is responsible for any leftovers.
- Deadline to register for Vinola: Wednesday, May 11, 2022.

TOURNAMENT OF ROSÉS

SATURDAY | JUNE 11, 2022

Early Entry / VIP: 6:00pm-6:30pm

General Admission: 6:30pm-8:30pm

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

Cost: FREE to all wineries

Number of Attendees: approximately 350

Guidelines:

- We are looking for roses from France, Spain, Italy, United States & Southern Hemisphere.
- There will be a People's Choice awards where you could win Best of Show, Gold, Silver or Bronze.
- Wineries are recommended to provide 2 cases (24 bottles) of each rosé.
- We will provide a table & linen and you will either be grouped with your distributor or by region.
- Please be prepared to pour your wine or to have a representative from your distributor to pour.
- Tournament of Rosés allows ONE representative to pour your wine as we are limited in space.
- The winery distributor is responsible for any leftovers, pick up and credit. If you do not have a distributor, the winery is responsible for any leftovers.
- Deadline to register for Tournament of Rosés: Wednesday, May 11, 2022

GRAND TASTINGS

FRIDAY EVENING | JUNE 10, 2022

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

General Admission: 6:00 to 9:00pm

SATURDAY AFTERNOON | JUNE 11, 2022

Early Entry / VIP: 1:30 to 2:00pm

General Admission: 2:00 to 5:00pm

Location: The Sugar Mill

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

Number of Attendees: approximately 850 at each Grand Tasting

Guidelines:

- Wines poured must have a wholesale value of \$14.00 or higher.
- Promotional materials are allowed and encouraged.
- 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 850 attendees and will sell out).
- A six foot skirted table, signage, buckets, ice and 2 tasting glasses are provided.
- Grand Tastings allows a maximum of TWO representatives per wine table (including wine maker, pourer, owner, etc).
- The winery distributor is responsible for any leftovers, pick up and credit. If you do not have a distributor, the winery is responsible for any leftovers.
- Deadline to register for the Grand Tastings: Wednesday, May 11, 2022.

OTHER EVENT OPPORTUNITIES:

ELLA BRENNAN LIFETIME ACHIEVEMENT IN HOSPITALITY AWARD GALA

Date: TUESDAY, JUNE 7, 2022 | 7:00pm

Location: Four Seasons Hotel New Orleans

WINE DINNERS

Date: WEDNESDAY, JUNE 8, 2022 | 7:00pm

Location: City-wide restaurants

LABS

Dates: FRIDAY, JUNE 10, 2022 & SATURDAY, JUNE 11, 2022 | 10:00am-4:30pm

Location: NOCHI | 725 Howard Avenue New Orleans, LA 70130

EXPERIENCES

Dates: FRIDAY, JUNE 10, 2022 & SATURDAY, JUNE 11, 2022 | various times

Location: City-wide locations

BURLESQUE, BUBBLY & BRUNCH

Date: SUNDAY, JUNE 12, 2022 | 11:00am-1:00pm

Location: Omni Royal Orleans Hotel

QUEENS & COCKTAILS

Date: SUNDAY, JUNE 12, 2022 | 3:00pm-5:00pm

Location: Omni Royal Orleans Hotel

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

WINE DELIVERY FOR ALL EVENTS:

For wineries wishing to participate WITHOUT A DISTRIBUTOR, please ship here:

Elmwood Self Storage & Wine Cellar

Attn: New Orleans Wine & Food Experience

1004 S. Clearview Parkway, UNIT #2116

Harahan, LA 70123

The winery is responsible for all shipping costs. The winery needs to CLEARLY mark each box with the participating event and winery name. NOWFE will deliver your product to each event but if not marked or marked incorrectly, we can't guarantee that it'll make it to the event. After the event, you are responsible for taking your leftover product with you. Otherwise, it will be a donation to NOWFE.

For wineries wishing to participate WITH A DISTRIBUTOR, your distributor will need to deliver all of your product to each event. NOWFE will provide a full delivery schedule for each event to the distributors one to two weeks prior to your events. Your distributor is responsible for taking all of your leftover product directly after the event. If not picked up, it'll become a donation to NOWFE.

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.
- Pourers for your participating wine(s) or a representative from your distributor to pour your wine(s).

WE SUPPLY:

- Signage for winery.
- One (1) table with linen at Vinola.
- One (1) table with linen at the Grand Tasting.
- One (1) table with linen at the Tournament of Roses.
- Two (2) glasses for wine sampling to ensure its quality.
- Wineries are allotted two (2) vendor working passes per table for those working the event.
- Ice and ice bins (if needed).
- Spit buckets (if needed).