

FINE WINE TASTING LOUNGE

gourmet food
& wine expo

**METRO TORONTO CONVENTION CENTRE
NOVEMBER 22ND - 25TH, 2018**



SPONSORED BY:
VINES
MAGAZINE

Welcome to the Gourmet Food & Wine Expo, Canada's largest international wine appreciation event!

Thousands of affluent wine enthusiasts including members of the hospitality industry and media attend this highly anticipated event. The Fine Wine Tasting Lounge is designed to satisfy the desires of our elite visitors, private buyers and collectors along with consumers who want to expand their horizons by sampling the world's finest wines.

The Lounge will feature wines available via private order, consignment, Vintages or limited release selections. It's also your chance to highlight any award winning wines, an ultra premium selection of the best of the best!

Reach your ideal target market for premium wines and private order brands, network with buyers and benefit from immediate increased sales.

AUDIENCE PROFILE

As a participant of the Fine Wine Tasting Lounge you will gain access to the most sought after consumers within the GTA, young trend setters 25 -34 and mature, affluent adults 35-54 years of age who want to taste and learn in this exclusive wine only feature area. Visitors to the expo are highly educated, stylish and discerning consumers seeking out the latest trends while maintaining loyalty to personal favourites. Our Expo demographic profile shows that 92% of all visitors attend to sample the best that the world of wine has to offer. This your chance to meet and educate these enthusiasts in a comfortable setting.

VIP-TRADE & MEDIA EVENING

Interact, educate, sample and network with top industry professionals and Toronto's most influential media on VIP/Trade evening, Thursday, November 16th.

REASONS TO PARTICIPATE

- › Reach an elite targeted audience interested in wine
- › Take part in an exclusive wine only feature area
- › Sample your product to serious buyers
- › Benefit from our dedicated marketing campaign
- › Exclusive high end decor and signage are provided
- › Showcase ultra premium brands in an exclusive area

INCLUSIONS

- › A professionally designed and decorated Tasting Lounge area
- › A dedicated 6' pouring counter for your brands
- › Designed and installed company signage
- › Complimentary ice delivery
- › Booth cleaning and secure storage area
- › Web link and digital show guide listing
- › 8 tickets for VIP Evening
- › 4 admission tickets for Friday and Sunday

PARTICIPATION RESTRICTIONS

Space is limited. Product is restricted to private order, consignment, Vintages and limited release wines only. Product List required by October 15th, 2018.

RATES

\$1,550 | PER 6' STATION FOR
THE ENTIRE EXPO

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