



VICTORIA INTERNATIONAL
WINE
Festival

VENDOR PACKAGE



VICWF.COM

Victoria Wine Festival [VICWF]

The Victoria International Wine Festival takes place at the Crystal Garden. Centrally located in the downtown core, the Crystal Garden offers many amenities beneficial to hosting the Festival. VICWF is hosted on the ground level in a spectacular setting. In addition to the grand tastings, VICWF offers seminars between each tasting session and wine-paired dinners running up to the Festival dates. Seminars will be held in breakout rooms attached to the building.

Festival Overview

From November 5 to 8, Victoria will host the Victoria International Wine Festival, an international wine event bringing together producers, trade, and consumers from around the world. Hosted in one of Canada's most established food and wine markets, the Festival leverages Victoria's strong culinary culture and an engaged, knowledgeable audience. Designed as a curated, boutique experience, the Festival prioritizes quality over scale, with programming that includes tastings, seminars, and direct interaction with producers. This structure creates space for informed conversation, education, and brand discovery, resulting in a highly targeted environment that supports meaningful engagement, strengthens brand positioning, and delivers measurable value to participating partners.

QUICK VICWF FACTS

Showcasing City : Victoria, BC

Month: November 2026

Location: Victoria Conference Centre

Tasting: (1) Trade (3) Public (2) Dinners (4) Seminars

Attendance: 2500 - 3000

MARKET CONTEXT

Victoria as a Regional Hub

Population: 405,000

Average Age: 44-45 years old

Average House Cost: \$1,217,100

Gender: 52.8% Female

Market Interest: Highest number of restaurants per capita in Canada.

Regional Reach: Vancouver and the Lower Mainland, Seattle metro, Greater Victoria and Nanaimo - All within a 30-minute flight time.

Schedule of Events

4 WEDNESDAY, NOVEMBER Wine Dinner

5 THURSDAY, NOVEMBER Master Class | 1:00pm - 2:30pm
Consumer Seminar | 6:00pm - 7:00pm

6 FRIDAY, NOVEMBER Regional Masterclass | 12:00pm - 1:00pm
Trade Tasting | 1:00pm - 3:30pm
Regional Consumer Seminar | 5:30pm - 7:00pm
Friday Grand Tasting | 7:00pm - 9:30pm

7 SATURDAY, NOVEMBER Consumer Seminar | 2:00pm - 3:00pm
Afternoon Tasting | 3:00pm - 5:30pm
Consumer Seminar | 5:30pm - 7:00pm
Saturday Grand Tasting | 7:00pm - 9:30pm

8 SUNDAY, NOVEMBER Wine Dinner

Partner Benefits

The Victoria International Wine Festival is an international wine tasting event produced at a boutique scale to support real engagement, clear conversations, and focused attention on participating wines.

MODERN AND DIGITAL MARKETING

VICWF's marketing strategy goes beyond traditional media buys, focusing on targeted, high-impact initiatives designed to deliver measurable value to partners. These campaigns reach highly engaged audiences at a scale and depth that often surpasses what individual budgets can achieve, creating meaningful opportunities for brand exposure and interaction.

A core focus is connecting partners with the next generation of wine consumers. Our campaigns engage younger, curious, and culturally influential audiences who are actively shaping purchasing habits within the Victoria market, supporting authentic brand discovery rather than passive awareness.

By aligning education, experience, and access, the Festival enables partners and vendors to build relevance with emerging wine consumers while strengthening their position within a growing and influential market segment. This long-term approach supports sustained visibility and relationship-driven growth beyond the Festival itself.

ON-SITE SALES

The Festival partners with Everything Wine to operate an on-site pop-up retail store, allowing guests to purchase participating wines directly at the event. As part of this partnership, we also work with Everything Wine to support in-store visibility and shelf placement for participating brands before and after the Festival, extending exposure beyond the event itself.

ENGAGED AUDIENCE

The Victoria International Wine Festival is known for its highly engaged audience, driven by a deep curiosity and passion for wine. Feedback from our guests consistently highlights their desire to learn and explore, making education a core element of the festival's appeal. Whether through tastings, seminars, or interactions with experts, attendees come eager to expand their knowledge and discover new wines. This thirst for learning creates an interactive and lively atmosphere, setting the Festival apart as not just an event, but a true wine experience where education meets enjoyment.

TRADE TASTING

Each year, the Festival hosts a dedicated trade tasting that includes government monopoly procurement teams alongside registered wine industry professionals. Attendance is offered at a reduced trade rate and includes restaurant owners, chefs, distributors, sommeliers, and purchasers, creating a focused environment for product presentation, discussion, and relationship building with a qualified trade audience.

MEDIA PARTNERS

The Victoria International Wine Festival is lucky to have key partners that give our vendors and sponsors access to exclusive advertising, editorials, and product placements.



Demographics Based on 2025 Data

DEDICATED AUDIENCE

81%

Returning Attendees

HIGH INCOME

\$107,000

Average Attendee

ENHANCED AUDIENCE

46

Average Age

TRAVELING

40%

Traveled to the Festival

VENDORS

71

From 15 Countries

IN THE ROOM

1907

Attendees in 2025

GENDER

67%

Female Attendee

EVENTS

11

Throughout the Season

Getting Online

INSTAGRAM

586K+ REACH

5636 Followers | 73% Female

NEWSLETTER

52% OPEN RATE

8498 Subscribers | 3% Click Rate

FACEBOOK

1.3 MILLION REACH

8929 Followers | 79% Female

WEBSITE

77.8%

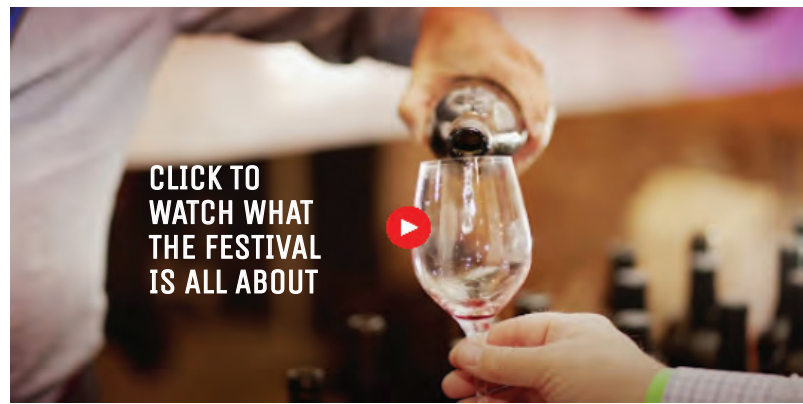
Engagement Rate

[CLICK HERE FOR
2025 EVENT REPORT](#)



What Makes Us Unique

One of the defining aspects of our festival lies in its origin. It began when an event planner, driven by a passion for wine, teamed up with three sommeliers to change the way wine is experienced. The vision behind the festival was to transform wine from an intimidating subject, often dominated by connoisseurs, into an accessible and enjoyable journey for all, especially those eager to explore but unfamiliar with the complexities of wine. This unique blend of expertise and approachability sets the foundation for our Festival's success, creating lasting impressions on both novice and intermediate wine enthusiasts while still engaging organically with experts.



→ RETHINKING EVENT FLOW →

It's interesting to note that conventional trade tasting layouts can actually hinder interaction. In contrast, the music festival industry has mastered creating layouts that enhance engagement, knowing that this leads to increased sales. The design of our festival takes inspiration from the experience of navigating events with over 30,000 attendees, adjusting those principles to suit a wine festival setting. This approach not only fosters more meaningful engagement between guests and vendors but also introduces an element of discovery, guiding attendees along a path where they create their own unique story throughout the event.

→ CURATED STORYLINE →

We recognize the challenges faced by the wine industry and address them by curating a thoughtful experience for our guests. This includes crafting a cohesive storyline through the careful selection of wines and the way they are presented both in our booklet and online listings. By partnering with producers and agencies that offer accessible wines, defined as high-quality selections with 80% priced under \$25 retail, we create an approachable yet elevated experience that invites attendees to explore and enjoy without barriers.

→ HOSPITALITY IN ACTION

The Festival actively engages the broader hospitality industry each year by hosting think-tank luncheons where regional leaders collaborate to develop strategies for participation. Together with the Festival team, these industry professionals create actionable plans that not only enhance involvement but also build a stronger community. This approach fosters long-lasting relationships, leading to sustained wine listings and curating a wine story that resonates across all levels of restaurants, bars, and other hospitality establishments. By involving their staff in the process, it ensures they feel invested in the project, creating a deeper connection and commitment to the Festival's success.

Being a Vendor

The Festival is designed for wineries and beverage producers seeking direct engagement with an informed, highly engaged consumer audience, alongside meaningful exposure to trade, media, and industry professionals. Participation is curated to ensure category balance, quality representation, and a strong experience for both guests and vendors.

The Festival team focuses on making participation accessible by easing logistics wherever possible, allowing vendors to arrive prepared with their wines and marketing materials. To support a focused and engaging tasting experience, tables are limited to a minimum of six SKUs and a maximum of ten SKUs per table.

TABLING FEES & APPLICATION PROCESS

Participation in the Festival is by application only to ensure category balance, product quality, and alignment with the Festival's mandates.

Step 1 - Application

\$15 non-refundable application fee.
Submission does not guarantee acceptance.

Step 2 - Acceptance

Applications are reviewed to ensure category balance and product fit. Approved applicants will receive a confirmation email with registration instructions. Acceptance is time-limited.

Step 3 - Register your Table

Registration secures participation and is non-refundable. Fees are based on the date of acceptance.

Early Bird Registration

\$550

Applicants must register by
March 3, 2026.

Standard Registration

\$750

Applies after March 3rd, 2026

Principal in Attendance Registration

This rate replaces standard table registration pricing. Available when a qualifying winery principal is present at the table.

\$250 A principal is defined as a winery owner or winemaker, or a key winery representative residing outside British Columbia.

Additional Tables

\$350 per additional table



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