

CALL FOR PARTICIPATION

FOOD & WINE CLASSIC IN ASPEN (CO.) 2022

Aspen, June 17 – 19, 2022

AS REQUIRED BY STATE LAW, A COLORADO DISTRIBUTOR IS MANDATORY

1. INTRODUCTION

ICEX Spain Export and Investments E.P.E. is organizing the participation of Spanish food and wine companies, importers and Spanish trade promotion agencies in **the Food & Wine Classic in Aspen**, one of the most important in-person promotional events for food and wine products in the US, which will take place on June 17-19, 2022.

This activity forms part of the **#SpainFoodNation** campaign developed between ICEX and MAPA (Spanish Ministry of Agriculture, Fisheries and Food) for the promotion of Spanish products in the most important export markets. In the case of the United States, the campaign will include the Spain's Great Match events, as well as an integrated marketing campaign on social networks, specialized media outlets and live broadcasts to advance knowledge about Spanish wines, food products and gastronomy. These activities will be further complemented by the "*El País Más Rico del Mundo*" campaign featuring chef/humanitarian Jose Andrés, to promote the quality and variety of Spanish products.

In existence for over 35 years, Food & Wine Classic in Aspen has become the leading US food and wine industry festival of its kind, and is organized annually in the iconic enclave of Aspen, Colorado, by Food & Wine magazine. Each year the festival attracts prominent US figures from the food and wine sectors, as well wine lovers and foodies eager for new dining experiences. According to the organizers the average annual family income of attendees is over \$800,000.

The Food & Wine Classic includes demonstrations and tastings led by the best chefs in the US, samplings of great food and wine from around the world and a program of daily seminars (more than 80 in the last edition) – as well as related culinary activities.

In addition, the Food & Wine magazine July 2022 issue distributed during the festival, will highlight an advertorial devoted exclusively to Spanish products. With a print circulation of 925,000 copies, the publication is read by 7.8 million consumers and is considered a magazine of reference in the US when it comes to food, drink, travel, and entertainment.

The festival is the ideal showcase for those Spanish wine and gourmet food companies that have distribution in the US and want to build loyalty and increase their presence in the US market.

SPAIN has the advantage of being the **ONLY COUNTRY** with an **EXCLUSIVE TENT** in the Grand Tasting exhibition area, where all the Spanish participants are grouped. This allows for great visibility and identity compared to other tents shared by regional groups and companies. The Spain tent, always a highlight at the Food & Wine Classic, will be decorated following #SpainFoodNation brand image, providing a showcase for Spanish gastronomy, wine, and culture, throughout the 3 days of the festival.

Another noteworthy feature of the 2022 festival participation is the presentation of a Spain focused seminar with an exclusive demo and tasting presented by a renowned guest chef and sommelier, providing greater visibility for Spain’s quality products and gastronomy.

In short, the F&W Classic in Aspen is the most exclusive food, wine and lifestyle festival in the United States. Following the successful 2021 Food & Wine Classic celebrated in September 2021 (event video [here](#)) it re-claims its leadership position as the number one food and wine festival of the post-Covid era, implementing measures to ensure the health and safety of in-person attendees and at the same time providing Food & Wine readers virtual access to the program from their home.

2. PARTICIPATION OF SPANISH COMPANIES AND AMERICAN IMPORTERS

Food and Wine companies and regional campaigns are welcome to participate, with a maximum of 8 products.

Due to Covid-safe spacing restrictions and measures, the number of **company and/or regional campaign tables** exhibiting wines and gourmet products from Spain is limited to 15 however may be increased up to 24 (as in pre-covid era). Once the first 12 participants are confirmed, a waiting list is provided.

PARTICIPATION OPTIONS		Spanish companies (Tax residence in Spain)	US companies
1	<ul style="list-style-type: none"> ✓ One exhibitor table to display up to 8 products ✓ One product as part of group page featuring up to 6 products per page in the July issue of Food & Wine magazine. 	5,000€ + 10% IVA	5,000€

*Participation options indicated above include the following: tablecloth, company signage, water, napkins, ice tub. Wine companies will also have glasses and a spittoon. Each participating company will receive 2 exhibitor passes.

3. PARTICIPATION OF TRADE PROMOTION AGENCIES AND INSTITUTES

(Sectoral and Inter-Professional Associations, Autonomous Communities, Denominations of Origin, Regulatory Boards, etc.)

PARTICIPATION OPTIONS		Spanish companies (Tax residence in Spain)	US companies
2	<ul style="list-style-type: none"> ✓ A premium corner table with the possibility of exhibiting up to 12 products. ✓ A full advertorial page in the July issue of Food & Wine magazine* 	40.000 € + 10% IVA	40.000 €
3	<ul style="list-style-type: none"> ✓ A premium exhibitor table to display up to 8 products. ✓ A half advertorial page in the July issue of Food & Wine magazine* 	20.000€ + 10% IVA	20.000€

* A maximum of two pages of the advertorial will be reserved for the exhibitors.

* Participation options indicated above include the following: tablecloth, company signage, water, napkins, ice tub, wine glasses and a spittoon. Each participant will receive 2 exhibitor passes.

4. PARTICIPATION REQUIREMENTS AND CONDITIONS

Requirements:

- Registration is open to Spanish companies, US importers, and trade promotion agencies (Sectoral and Inter-Professional Associations, Autonomous Communities, Denominations of Origin), with wine and other alcoholic beverages, **and having an importer in the US.**

- Participants may be either a Spanish company, promotional organism, Denomination of Origin or a US based importer of Spanish wines, alcoholic beverages and gourmet products.
- As for US importers, only products made in Spain and / or Spanish brands are allowed to be exhibited.
- Preference will be given to companies with organic products, high-end products, and to new companies or importers, provided they meet all requirements.
- Parity among different geographical areas will be taken in consideration, as well as ratings and reviews in leading wine guides and publications.
- Only Spanish wines can be exhibited and must have a **minimum suggested retail bottle price of \$15**.
- As for the DOP or Regional Campaigns, the median price for the wines exhibited at the table must be above € 2.5 ExW.
- All wines must be sent via a **registered Colorado distributor**. If you do not have a Colorado distributor, please let us know immediately. We can provide information regarding distributors who collaborate with F&W.

Participation conditions:

- Companies will need to provide the organizers, Meredith Corporation, a **Certificate of Insurance** (General Liability Insurance of a minimum of \$2,000,000 and Liquor Liability).
- Each company is responsible for their table and products on display and **have a representative present** at their table during the entire three-day event.
- The company will be responsible for and will take care of expenses related to travel, room and board of its representative(s), as well as any other expenses not included in the services mentioned above.
- All companies, Associations, Appellations, etc. are solely responsible for their table and products on display and are required to have a representative at their table throughout the entire 3-day event.

5. SELECTION CRITERIA

If the number of registrations is greater than available spaces, ICEX will take into consideration:

1. Prioritize the ones who register with bigger advertising commitments.
2. Diversity of the products, wine regions or denominations of origin.
3. Companies with organic products.
4. The chronological order of the registration.

6. REGISTRATION PROCESS

For companies with tax residence in Spain, pre-registration is required on ICEX's portal www.icex.es, in the log-in area. Complete the registration form on the “[INSCRIPCION](#)” link.

For US companies must complete the online form in the following [LINK](#).

All companies can choose from the following payment options:

- Credit card (in which case the corresponding invoice will be sent immediately) *.
- Bank transfer to ICEX Spain Export and Investment, account number ES48 0182 2370 4300 1429 0099 Subject: FWC Aspen 2022

* Please note that bank fees may apply.

Registration deadline is March 18, 2022

If the maximum number of participating companies has not been reached by the time the Call for Participation has ended, ICEX reserves the right to extend the deadline to March 25, 2022.

If you experience technical issues during registration or payment, please contact ICEX's “Ventana Global” help center at (+34) 91 349 7100 or email informacion@icex.es

ICEX will confirm your participation once payment is received, and deadline is met.

Once registration and payment has been completed, a company wishing to cancel its participation, will forfeit 100% of the amount paid. Only in cases where unforeseeable circumstances necessitate cancelation, ICEX reserves the right to assess the reasons presented by the company and decide to refund a percentage of the amount paid

7. CONTACT INFORMATION

Should you have any questions, please call or email us at the Trade Commission of Spain in New York or the Gastronomy department at ICEX:

Trade Commission of Spain in New York:

Katrin Naelapaa

Email: knaelapaa@comercio.mineco.es

Tlfn: +1 212-661-4959 x318 x348 / 91 732 4135

Elisa Cristina Pérez

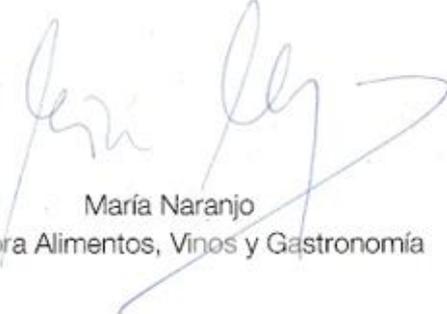
Email: elisa.perez@comercio.mineco.es

ICEX Headquarters (Dpto. de Gastronomía y Estrategia Digital):

Roberto C. Salgado

Email: gastronomia@icex.es

Tfn: +34 91 349 64 34


María Naranjo
Directora Alimentos, Vinos y Gastronomía

FWS Foods and Wines from Spain

FEDER

"Este servicio/actividad es susceptible de ser cofinanciado/a por el Fondo Europeo de Desarrollo Regional (FEDER)".

IMPORTANTE

El ICEX valorará muy positivamente que las empresas que participen en los programas sectoriales autoricen al Departamento de Aduanas e II.EE de la Agencia Estatal de la Administración Tributaria (siempre que no lo hubiera hecho previamente), a que remita a ICEX información sobre su comercio exterior.

La autorización señalada se ha de cursar una sola vez, y lo podrá hacer de dos formas:

- 1.- Mediante autorización electrónica en la dirección: <https://www.agenciatributaria.gob.es/AEAT.sede/tramitacion/DC15> y siempre que se posea el correspondiente certificado electrónico de persona jurídica. Este es el proceso más simple y el más recomendable.*
- 2.- Mediante autorización en papel, para ello deberá acceder a <http://www3.icex.es/icex-aeat/web/index.html> y obtener más información, así como la forma de proceder para cursar su autorización.*