

**WINNIPEG WINE FESTIVAL THEME COUNTRY SPONSOR 2019
MANITOBA-CANADA
MAY 3-4 2019**



PROGRAM OVERVIEW

We are pleased to announce that **Wines from Spain has been selected as the Theme Region for the 2019 Winnipeg Wine Festival**, in support of Special Olympics Manitoba. The Festival presents an excellent opportunity for Spanish wineries to promote existing listings as well as introducing new wines to the Manitoba market.

Over the past 5 years, the growth of the Spanish category at the MLCC has risen significantly, up 32% according to Statistics Canada. In order to support this growth, we believe that wines already in market should have the possibility to promote themselves within a concentrated country focus both at the Festival and in the Manitoba Liquor Marts through promotional programs and public tastings as well as seminars. This event is the perfect platform for wineries active in Manitoba to take their brand to a new level and for new wineries to launch their brands with Manitoba Liquor and Lotteries (MBLL). Below is a full outline of these activities.

WINNIPEG WINE FESTIVAL TASTING ROOM AND COMMUNICATIONS

The theme country region will feature between 30 and 40 Spanish wineries in a dedicated section of the room with unique signage. A 6-page section of the festival brochure is dedicated to the theme region and Wines from Spain will be featured in all promo materials, signage, press releases, advertising and educational pieces.

WINEDOWN EVENT

Wines from Spain will organize Spanish Food and Wine Tasting event and dinner event for consumers. All theme region wineries are invited to participate.



PRODUCT CONSULTANTS SEMINARS

Wines from Spain will host a training session for MBLL Product Ambassadors and Consultants during the festival week. (Wineries that sign up are not guaranteed a wine in this seminar).

MANITOBA LIQUOR MARTS STORE PROMOTIONS IN-STORE THEMATIC

Manitoba Liquor Marts will create an in-store Spanish Thematic program which will include: a visual campaign (signage), end cap displays, perimeter and digital signage, hanging banners, poster stands, floor decals and cold box acetates in the months of March and April.

Product displays including POD displays before the festival as well as Liquor Mart Marketing and Retail Programs in March and April.

Digital advertising including web banner and a dedicated web page on Liquormart.ca as well as media support (twitter and Facebook) in March and April.

NEW PRODUCT RELEASE

To coincide with Manitoba Liquor Marts activity around the festival, the Manitoba Liquor and Lotteries has agreed to release 9 new products. The initial criteria (price bracket, varietals, and styles) and the final product selection will be made by the MBLL and will be selected from the participating wineries

MEDIA EVENT

There will be a media event to educate local media about the festival and to promote Wines from Spain as the 2019 Theme Region.

EDUCATIONAL EVENTS

In the months leading up to the wine festival and in collaboration with Manitoba Liquor Marts, there will be consumer focused seminars hosted by a Liquor Mart Product Ambassador with the support of Wines from Spain Consumers will start the event with an overview of Spain as a country, followed by Spain's diverse wine regions and a guided a tutored tasting, 'ending up with a tasting of grape varieties and some of the Spanish's gastronomy. The wines used will be from the participating wineries and selected by the MBLL.

Product consultants will also benefit from a Wines from Spain training session during the Festival period. Here too, the selection of wines will be from the participating wineries.

SIGN UP AND SELECTION PROCESS



ICEX



There will be approximately **40 Spanish wineries selected by the MBLL** for the 2019 edition of the Winnipeg Wine Festival. The Winery Selection Committee will evaluate all the wineries interested and wineries should note that the MBLL makes the final choice of which wineries are invited to participate. Winery selection for the festival will be based on each winery's varietals diversity, regional representation, and quality to price ratio.

Please apply early as there may be more wineries applying than spaces available.

THEME COUNTY COST

\$1,500.00 Theme Fee issued by Wines from Spain + \$400 reduced rate booth fee issued by Special Olympics Manitoba = \$1,900.00 per winery

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"This service / activity is likely to be co-financed by the European Regional Development Fund (ERDF)"