

CONVOCATORIA (Call for participation) FOOD & WINE MAGAZINE

FOOD & WINE CLASSIC IN ASPEN – June 14-16, 2019
FOOD&WINES FROM SPAIN ADVERTORIAL – July 2019

**EXCLUSIVELY FOR WINE AND FOOD COMPANIES
WITH DISTRIBUTION IN THE US MARKET**

1. 2019 PROGRAM OVERVIEW

ICEX España Exportación e Inversiones, in collaboration with the Foods & Wines from Spain departments of the Trade Commission of Spain in New York, is organizing a major Spain promotion at the prestigious Food & Wine Classic in Aspen, Colorado the weekend of June 14-16, 2019.

This year we offer new promotional opportunities for the companies participating with Spanish wine and food products. Spain is the only country in the festival with its own centrally located tent, accommodating up to 23 exhibitor stations, and bringing to life the exciting world of Spanish wine and food. Participating companies will have one tasting table in the Spain tent for the full 3 days of the event and also be included in a custom designed 8-page Spain themed advertorial section in the July 2019 issue of Food & Wine magazine (F&W) at very competitive rates. F&W, with a print circulation of 925,000 copies, reaches 7.8 million affluent consumers with a median HHI of \$825K. The magazine is considered the ultimate authority on the best of what's new in food, drink, travel, style, and entertaining and provides unparalleled access to wine and food lovers and influencers.

FOOD & WINE CLASSIC IN ASPEN – The Festival – Aspen Tent

FOOD & WINE Classic in Aspen, celebrating its 37th year in 2019, offers three days of unparalleled culinary experiences and cutting-edge brand activations where highly targeted attendees, renowned chefs, winemakers and spirits experts gather for a spectacular epicurean adventure.

From June 14-16, wine and food lovers from all around the country will participate in wine tastings, culinary demonstrations, seminars, parties and more, and have the opportunity to meet and learn from some of the most renowned chef talents, such as Jacques Pépin, Stephanie Izard, and Hugh Acheson. The festival brings the pages of FOOD & WINE to life and can put your brand in direct contact with an audience of 5,000 affluent consumers and industry decision makers.

The Spanish tent is a highlight for all festival attendees, perfectly located in the center of the festival park, and provides the participating companies a one of a kind opportunity to offer the best of Spain's wine and food products to this highly influential and discerning audience.

MOUNTAINTOP VIP EVENT - Aspen

Each year Food & Wine hosts an exclusive party Friday night at the top of Aspen Mountain. This event for 500 will welcome celebrity chefs, wine experts, key press and elite guests of Food & Wine. The event always has an elaborate theme with stunning décor and continues to be the highlight of the Classic weekend.

This year and for the very first time, Spain is the selected theme for the Mountaintop party. The Food & Wine event and culinary team will create an atmosphere that will highlight the rich and diverse cultural, artistic and gastronomic offerings of Spain through the food, wine, décor and music.

FOODS & WINES FROM SPAIN ADVERTORIAL

Bringing even greater attention to the wines and foods from Spain, this year an 8-page custom in-book Spain Special Section will be part of the July 2019 issue of Food & Wine magazine (925.000 average circulation), which will also be distributed to the 5.000 attendees at the Food & Wine Classic in Aspen. Designed to be an advertorial, the section will feature participating products in different formats, according to participation level, but all with the singular objective of bringing attention to the distinctive wines and food products of Spain

Note: Creative assets for participating brands will be due to F & W on **March 22nd, 2019**.

2. PARTICIPATION OPTIONS

Below are the participation requirements and options for wine companies, followed by those for food companies.

2.1. WINE COMPANY PARTICIPATION OPTIONS:

PARTICIPATION REQUIREMENTS

- All wines must be sent via a **registered Colorado distributor**. If you don't have a Colorado distributor, please let us know immediately so that we can put you in touch with a local distributor working with F&W.
- All wines must be a product of Spain and must have a **minimum suggested retail bottle price of \$12.99**.
- 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).
- Participating companies **must have a representative present** at their table for the entire three day period of the Classic.
- If one of your **winemakers or company principals from Spain** will be attending the event, please let us know as soon as possible so we can have his/her presence publicized in advance.
- Maximum # of wines per table: indicated in each participation option.

PARTICIPATION OPTIONS & COSTS

Top of the Mountain \$42.500 / 37.389 € + (10% IVA)

Includes:

- One Full Page in Foods & Wines from Spain advertorial section
- One Prime Location Table in Spain tent with up to 12 wines
- Two Exhibitor Badges for the Food & Wine Classic in Aspen
- 2 wines included at Mountaintop VIP event
- 2 tickets for Mountaintop VIP event
- Company's logo included in Spain tent participant brochure
- Mention of product in press release

The Gondola = \$23.500 / 20.234 € + (10% IVA)

Includes:

- ½ page in Foods & Wines from Spain advertorial section
- One table with up to 8 wines in Spain tent
- Two Exhibitor Badges for the Food & Wine Classic in Aspen
- One wine included at Mountaintop VIP event
- 2 tickets for Mountaintop VIP event

Aspen Classic Magnum = \$12.500 / 10.997 € + (10% IVA) **FOR INDIVIDUAL COMPANIES ONLY (NO REGIONS, ASSOCIATIONS or DOs)**

Includes:

- ¼ page in Foods & Wines from Spain advertorial section
- One table with up to 8 wines in Spain tent
- Two Exhibitor Badges for the Food & Wine Classic in Aspen
- One wine included at Mountaintop VIP event

Aspen Classic = \$6.500 / 5.718 € + (10% IVA) **FOR INDIVIDUAL COMPANIES ONLY (NO REGIONS, ASSOCIATIONS or DOs)**

Includes:

- One wine (as part of a group shot featuring up to 6 wines on a page) in Foods & Wines from Spain advertorial section
- One table with up to 8 wines in Spain Tent
- Two Exhibitor Badges for the Food & Wine Classic in Aspen

2.2. FOOD COMPANY PARTICIPATION OPTIONS:

PARTICIPATION REQUIREMENTS

- All food products must be a product of Spain
- All **products should be gourmet/specialty foods with US Distribution.**
- Companies will need to provide the organizers, Meredith Corporation, a **Certificate of Insurance** (General Liability Insurance of a minimum of \$2'000,000).
- Participating companies **must have a representative present** at their table for the entire three day period of the Classic.
- If one of your **cheese makers, olive oil makers, or company principals from Spain** will be attending the event, please let us know as soon as possible so we can have his/her presence publicized in advance.
- Maximum # of products per table: indicated below

PARTICIPATION OPTIONS & COSTS

Top of the Mountain = \$42.500 / 37.389 € + (10% IVA)

Includes:

- One Full Page in Foods & Wines from Spain advertorial section
- One Prime Location Table in Spain tent with up to 12 products
- Two Exhibitor Badges for the Food & Wine Classic in Aspen
- Your product will be included on a tasting table at Mountaintop event
- Your food products will be offered to chefs for potential inclusion in food menu at Mountaintop VIP event
- 2 tickets for Mountaintop VIP event
- Company's logo included in Spain tent participant brochure
- Mention of company in press release

The Gondola = \$23.500 / 20.234 € + (10% IVA)

Includes:

- ½ page in Foods & Wines from Spain advertorial section
- One table with up to 8 products in Spain tent
- Two Exhibitor Badges for the Food & Wine Classic in Aspen
- Your product will be included on a tasting table at Mountaintop event
- 2 food products will be offered to chefs for inclusion in food menu at Mountaintop VIP event
- 2 tickets for Mountaintop VIP event



Aspen Classic Magnum = \$12.500 / 10.997 € + (10% IVA) FOR INDIVIDUAL COMPANIES ONLY (NO REGIONS, ASSOCIATIONS or DOs)

Includes:

- 1/4 page in Foods & Wines from Spain advertorial section
- One table with up to 8 products in Spain tent
- Two Exhibitor Badges for the Food & Wine Classic in Aspen
- 1 food product will be offered to chefs for potential inclusion in food menu at Mountaintop VIP event

Aspen Classic = \$6.500/ 5.718 € + (10% IVA) FOR INDIVIDUAL COMPANIES ONLY (NO REGIONS, ASSOCIATIONS or DOs)

Includes:

- One product (as part of a group shot featuring up to 6 products on a page) in Foods & Wines from Spain advertorial section
- One table with up to 8 products in Spain Tent
- Two Exhibitor Badges for the Food & Wine Classic in Aspen

3. REGISTRATION & SELECTION PROCESS

Please complete this [form](#) no later than **February 15, 2019**. Potential registered participants will receive a payment request upon completing the form. Participation will not be confirmed until receipt of payment, and after evaluation of all applications.

Please note that as space is limited priority will be given to the premium participation levels.

CONTACT

If you have any questions, please contact us:

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María Naranjo
Directora Alimentos, Vinos y Gastronomía

FEDER

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

IMPORTANTE

ICEX valorará muy positivamente la experiencia comercial de las empresas en el mercado de la feria. Las empresas que participen en los programas sectoriales pueden autorizar 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. Más información en www.icex.es/siautorizaexporta Icex Ventana Global está a disposición de las empresas para acompañarlas en el proceso de autorización. Contacto 900 349 000, correo informacion@icex.es