

Fact Sheet

(Updated February 21; will be revised as required)

EVENT	28 th annual Vancouver Playhouse International Wine Festival, a fundraiser for the Playhouse Theatre Company of Vancouver
DATES	February 27 to March 5, 2006
SNAPSHOT	The Vancouver Playhouse International Wine Festival is one of the biggest and oldest wine events in the world. It offers something for every level of wine drinker, collector and trade professional. For 2006, the festival has selected 185 wineries from 15 countries to pour an estimated 1,320 wines at 52 events (including seven trade-only events). The hub of the festival is the International Festival Tasting Room at the Vancouver Convention & Exhibition Centre, where nearly 750 wines are available for sampling at three public and two trade-only tasting sessions. About 570 other wines will be served at special events including a gala auction, wine seminars, winery dinners, lunches and brunches at fine local restaurants and hotels. The 2006 theme is "Wine Regions of France." The varietal focus is Pinot Noir. See complete festival details at www.playhousewinefest.com .
NUMBERS	<p><i>Note that these are projected numbers, and will be updated as available. Previous records and the year set are shown in brackets.</i></p> <ul style="list-style-type: none"> • 1,320 wines (1,100 - 2005) - 750 in the International Festival Tasting Room, 570 at special events • 185 wineries (174 - 2005), including 60 wineries from theme country France • 15 countries • 52 events (49 - 2005) over seven days • 21,000 attendees expected (20,458 - 2005)
FEATURED THEME	Wine Regions of France – This year's theme is Wine Regions of France and there will be a special section in the International Festival Tasting Room where 60 wineries from Alsace, Bordeaux, Bourgogne, Champagne, Loire, Rhône , and the South of France will pour some 240 wines. Another 260 French wines will be featured at 18 France-themed trade and consumer special events. The France theme is sponsored by the French Ministry of Agriculture "MAAPR" (Ministère de l'Agriculture, de l'Alimentation, de la Pêche et de la Ruralité). For information on French wines, visit www.wines-france.com .
VARIETAL FOCUS	The varietal focus of the festival is Pinot Noir . Pinot devotees will find over 98 expressions (including Champagnes) of this delightful grape throughout the International Festival Tasting Room. For a comparative tasting of selected Pinots, head to the <i>In Pursuit of the Perfect Pinot</i> Tasting Station in the tasting room, where experts from <i>Wine Access</i> magazine and the International Sommelier Guild will be your guides. More Pinots will be unveiled at the blockbuster educational seminar, <i>Pinot Noir: Thinking, Drinking and Clone-ing Around</i> , and at <i>The Terroir of Bourgogne</i> , an event that highlights the region famed for its Pinot Noirs.
LOCATION	The festival is headquartered at the Vancouver Convention and Exhibition Centre at 999 Canada Place. The International Festival Tasting Room and trade and consumer wine seminars are held there. In addition, more than 50 of Vancouver's top restaurants and hotels participate in the wine festival, hosting special events such as winery dinners, lunches and receptions, as well as participating in two signature brunches, Vintners Brunch and Flavours of the Festival .

TRADE DAYS	There are seven trade-only events on Thursday, March 2 and Friday, March 3.
GALA AUCTION	Bacchanalia Gala Dinner and Auction at The Fairmont Hotel Vancouver, on Wednesday, March 1. This is the crown jewel of the festival. <i>For details, see the separate Bacchanalia Gala fact sheet.</i>
PURPOSE	The festival is a key fundraising event for the Playhouse Theatre Company , British Columbia's flagship theatre company. It is sponsored by Chubb Insurance Company of Canada .
FUNDRAISING	Since inception in 1979, the festival has raised \$4.7 million net for the Playhouse <ul style="list-style-type: none"> • 2005 festival raised \$368,000 net for the theatre • Of the 2005 festival net, Bacchanalia Gala Dinner and Auction raised \$230,000
TICKETS	Various prices. See SEARCH ALL EVENTS on the website for details. All events are available through Playhouse Audience Services at 604-873-3311, between 9:30 a.m. and 4:30 p.m., Monday through Friday. Selected events, marked TM, on the FESTIVAL AT A GLANCE on the website and in the brochure, are available 24/7 at www.ticketmaster.ca (keyword Playhouse Wine) or by calling Ticketmaster at 604-280-3311.
WEB	www.playhousewinefest.com

<p>Media contact: Betty Verkuil – media@playhousewinefest.com - 604-988-9502</p>
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