

Snapshot: 33rd Vancouver Playhouse International Wine Festival

Dates: March 28 – April 3 2011

Regional Theme: Spain

Global Focus: Fortified Wine

Canada's premier wine event offering a wealth of public events and a comprehensive Trade Days Conference. Events include the International Festival Tastings (the hub of the festival), Bacchanalia Gala Dinner+ Auction, various winery dinners, lunches, brunches, wine seminars, wine minglers, wine grazings with 10 trade-only seminars and tastings.

Venues: Vancouver Convention Centre (headquarters) and some of Vancouver's top restaurants and hotels. During the festival more than 70 of Vancouver's most celebrated restaurants, caterers and specialty food suppliers participate.

2011 Projections:

*176 wineries (33 Theme Region Wineries) * 14 countries * 63 events * 25,000 attendees*

Consumer Demographics

Urban professionals discover new wines at Playhouse Winefest

The 25,000 wine lovers and trade who flock to the Playhouse Winefest, widely regarded as "the best wine show on the continent," are young, affluent professionals who purchase on average 4 bottles of wine per month and visit restaurants an average of 4 times. Their primary reason for attending the festival is to "**discover new wines.**" The average age is 39 while 33.7 percent are 35 or younger. Vancouver has a highly developed, educated wine market that is considered to be three to five years ahead of North American wine trends.

Gender

Male	42.2%
Female	57.8%

Age

19 - 25	2.3%
26 - 30	14.7%
31 - 35	16.7%
36 - 40	15.6%
41 - 45	11.3%
46 - 50	13.8%
51 - 55	12.4%
56 - 60	5.9%
61 - 65	4.5%
Over 65	2.9%

Household income Average household income:

\$30,000 - \$50,000	10.3%
\$51,000 - \$75,000	11.6%
\$76,000 - \$100,000	21.4%
\$101,000 - \$125,000	15.8%
\$126,000 - \$150,000	13.7%
\$151,000 - \$175,000	7.4%
\$176,000 - \$200,000	6.9%
Over \$200,000	11.6%

Education

High School Diploma	4.8%
Some College	10.2%
College Degree	12.0%
Some University	7.4%
University Degree	65.6%

Monthly Wine Purchases (*Bottles*)

1	3.6%
2	13.2%
4	28.8%
8	23.1%
10	20.4%
20 or more	10.9%

Monthly Restaurant Visits (*w/wine lists*)

1	11.9%
2	24.9%
4	35.1%
8	16.2%
10	10.1%
20 or more	1.8%

Primary Reasons for Attending Festival

Discover new wines	89.9%
Wine Education and Information	61.7%
Fun and Entertainment	74.5%
Socializing with Friends	53.0%
Learn more about food and wine pairing	29.5%
Networking	6.9%
Career Development	6.0%
Working or Business	5.1%
Other	3.1%

"It's considered by many in the industry to be the best wine event in North America ... and the festival's reputation is well-deserved." Peter Rockwell, The Halifax Daily News

"There isn't a better-organized, more in-depth wine festival in Canada than the weeklong fundraiser for the Playhouse Theatre Company." Michael Vaughan, The National Post (Toronto)

"Everyone agrees it is the best consumer wine show on the continent ... for nearly three decades, the festival has energized our region's food and wine culture." Anthony Gismondi, The Vancouver Sun

Trade Days Conference Demographics: Trade professionals discover new wines at Playhouse Winefest. The Playhouse Wine Festival Trade Days Conference is one of the country's can't-miss opportunities to conduct wine business. The 7,500 trade professionals from across Canada who regularly attend the Playhouse Wine Festival are always looking for new wines to influence their buying process. Their primary reason for attending the festival is to "discover new wines." The majority of the Trade Days Conference attendees are owners or managers with purchasing power.

What is your main reason for attending the Festival?

Discover new wines	66.7%
Wine Education & Information	64.6%
Fun & Entertainment	16.7%
Socializing with Friends	15.6%
Learn more about food & wine pairing	12.5%
Networking	44.8%
Career development	32.3%
Working on Business	32.3%
Other (please specify)	4.2%

What best describes your job?

Owner	15.5%
Operations Manager	10.3%
Server	4.1%
Restaurant Manager	7.2%
Customer Service	3.1%
Sales Staff	5.2%
Sales Manager	10.3%
Chef	4.1%
Marketing Manager	1.0%
Sommelier	7.2%
Public Relations	1.0%
Marketing Personnel	0.0%
Accounting	0.0%
Bartender	1.0%
Host/Hostess	0.0%
Kitchen Staff	0.0%
Banquet Manager	0.0%
Head Waiter	0.0%
Reservations Manager	0.0%
Hotel Manager	0.0%
Promotions	1.0%
Other (please specify)	28.9%

How much money do you spend on wine monthly for your establishment?

None. (I'm not a buyer)	37.1%
Less than \$50	2.1%
\$51-\$100	3.1%
\$101-\$150	1.0%
\$151-\$200	1.0%
\$201-\$300	3.1%
\$301-\$400	2.1%
\$401-\$500	0.0%
More than \$500	4.1%
More than \$1000	46.4%

Which Canadian general interest and wine magazines do you read?

Wine Access	65.9%
Vancouver Magazine	41.8%
Cityfood	27.5%
Western Living	15.4%
Vines	26.4%
EAT Magazine	49.5%
Flavours	20.9%
Tidings	9.9%
Other (please specify)	17.6%

Which International general interest and wine magazines do you read?

Wine Spectator	80.0%
Food & Wine	42.2%
Decanter	40.0%
Wine Enthusiast	20.0%
Wine Advocate	20.0%
Northwest Palate	16.7%
WinePress Northwest	7.8%
Wine X	2.2%
Wine Business Monthly	12.2%
Other (please specify)	15.6%

Where do you find your information about new wine?

Newspapers	4.1%
Wine Websites	30.9%
Canadian Wine & Food Magazines	13.4%
International Wine & Food Magazines	20.6%
Other (please specify)	30.9%

Which regions do you favour when making wine purchasing decisions?

BC	79.8%
Australia	44.7%
Chile	42.6%
France	55.3%
California	60.6%
Italy	51.1%
South Africa	11.7%
Spain	55.3%
Bordeaux	35.1%
Champagne	34.0%
Germany	21.3%
New ZealandAlsace	45.7%
Argentina	48.9%
Bourgogne	23.4%
Portugal	21.3%
Rhone	37.2%
Washington	28.7%
Oregon	31.9%
Loire	24.5%
Languedoc-Roussillon	18.1%
Austria	11.7%
Ontario	4.3%
Uruguay	2.1%
Japan	0.0%
China	0.0%