

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*

Trade Days Conference Demographics:

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% |