



**THE PLAYHOUSE WINE FESTIVAL SUGGESTS YOU
GIVE THE GIFT OF WINEFEST THIS HOLIDAY SEASON!
EARLY BIRD TICKETS ON SALE NOVEMBER 18th**

Vancouver, BC, Canada (November 14, 2008)

In Short:

Early bird tickets to selected festival events go on sale Tuesday, November 18th. The 31st annual Vancouver Playhouse International Wine Festival celebrates British Columbia as the theme region, March 23-29, 2009. Attendees can sample from over 1,600 wines by 183 wineries from 15 countries at 61 events, including 58 wineries from British Columbia, the largest showing of BC wines ever. Save on tickets to the International Festival Tasting, Gold Pass, and Riedel in the Home: Glory of the Glass events, which make great holiday gifts, until January 15th.

Call 604-873-3311 for tickets or buy online at www.playhousewinefest.com

Looking for a gift for the wine lover on your list? Buying early bird tickets to selected festival events is a great way to stuff a stocking. It also means saving money on hot tickets for popular events that perennially sell out. **Save \$14 off the regular price of the immensely popular International Festival Tastings**, the heart of the Playhouse Winefest, where all 183 wineries from 15 countries will pour over 700 wines, of which over 100 of them will represent this year's Global Focus on Pinot(s) – Pinot Blanc, Pinot Gris/Grigio, Pinot Noir, Pinot Meunier, Pinot Auxerrois and even Pinotage. **Save \$20 on the coveted Gold Pass**, which gives unparalleled access to the Tasting Room, the exclusive Gold Pass Tasting Lounge and a VIP reception. **Save \$21 on the Riedel in the Home: Glory of the Glass seminar**, featuring owner Georg Riedel presenting wines in a set of his Vitis glasses, which you get to take home with you. See next page for more details.

*"We're pleased to make available early bird tickets for the savvy wine consumer or thoughtful holiday shopper," said **executive director Harry Hertscheg**. "The momentum of the festival is as strong as ever for 2009 and the interest from consumers and trade towards BC as the theme region has been enthusiastic. Due to the recent years of sold-out sales, we encourage festival attendees to buy early, save money and guarantee themselves a spot at the festival. "*

Upwards of 25,000 consumers and trade professionals are expected to attend the 31st annual Vancouver Playhouse International Wine Festival, March 23-29, 2009, which is now firmly established as the premier wine show in Canada and one of the largest and most respected in the world. This year's theme is Celebrate British Columbia, so patrons will be able to taste from over 200 wines by 58 premium BC wineries, which will be featured in a special dedicated section of the Tasting Room.

*"We're excited to partner with the Playhouse Wine Festival in 2009 and to share with festival patrons the exciting developments in the BC wine industry," said **Scott Fraser, chair of the British Columbia Wine Institute**. "The quality of British Columbian wines has increased dramatically over the last two decades and it's time for consumers and trade to see just how well our product stacks up against the rest of the wine world."*

Complete details of the early bird program are on the next page.

EARLY BIRD EVENTS ON SALE NOVEMBER 18, 2008 at 9:30 AM

Prices include GST and service charges.

International Festival Tasting

Thursday, Friday & Saturday, March 26, 27 & 28, 2009, 7-10 pm
Vancouver Convention & Exhibition Centre

Early Bird Price \$75 until January 15, 2009; Full price \$89 as of January 16, 2009; **(\$14 Savings)**

The big Tasting Room is home to 183 wineries from 15 countries serving over 700 different wines. Taste rare bottles and discover new treasures in a high-quality Riedel Overture glass as you visit with renowned winery principals from around the globe. Wineries are organized alphabetically; they are all listed in the free Festival Program that you'll receive at the door to help you keep track of the wines you like. The Tasting Room plays out over three consecutive nights.

Gold Pass

Early Bird price \$375 until January 15, 2009; Full price \$395 as of January 16, 2009; **(\$20 Savings)**

The Gold Pass Tasting Lounge is the perfect place to amplify your wine festival experience with VIP treatment. Sample an assortment of the festival's premium bottles, unavailable in the Tasting Room, served in a Riedel Overture glass that is yours to keep. Enjoy a light buffet before heading to the International Festival Tasting room, which opens at 7 pm. Sommeliers will be on hand to guide you through themed flights while pouring unique and exclusive wines. Whenever you need a break from the Tasting Room crowds, simply return to the lounge for a more intimate experience.

Includes:

- Three evenings in the International Festival Tasting Room on March 26, 27 & 28, 7-10 pm, VCEC.
- Two afternoon Trade Tasting with Buyers Hour sessions on March 26 & 27, 1:30-5 pm, VCEC.
- Admission to Curtain Raiser VIP reception on March 26, 6-7 pm (not available for public sale).
- Admission to two evenings of the Gold Pass Tasting Lounge on March 27 & 28, 5:30-9 pm, VCEC.
- Priority badge access to the Tasting Room – no line-ups!

Riedel in the Home: Glory of the Glass

Thursday, March 26, 2009, 5:15-6:45 pm, Vancouver Club

Early Bird Price \$149 until January 15, 2009; Full price \$170 as of January 16, 2009; **(\$21 Savings)**

Georg Riedel, the 10th generation patriarch of glassware royalty brings his Vitis series to Vancouver with the Glory of the Glass. A fusion of functionality and artistic statement, the Vitis series is the pinnacle of modern stemmed glass technology. Seminar participants will get to experience the superiority of varietal specific Vitis glassware as they sample premium wines from a selection of renowned producers, including Nautilus from New Zealand, Australia's Thompson Estate, British Columbia's own Herder Pinot Noir and Napa Valley icon Signorello. The added bonus? Guests take home their own set of Vitis series glasses, valued at \$170.

Tickets to all public events go on sale January 27th. Tickets to trade professionals for the Trade Days conference go on sale February 3rd. A complete list of festival events and their descriptions will be available in early January. The most current information, including a complete list of all 183 participating wineries, is always available at www.playhousewinefest.com. The Playhouse Wine Festival is sponsored by the *British Columbia Wine Institute*, *BC Liquor Stores*, *The Vancouver Sun*, *Global TV*, *Vancouver Magazine* and *Wine Access*.

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