

BLUE RIDGE *Wine & Food* **FESTIVAL** AT BLOWING ROCK

*Blowing Rock, NC
April 13-17, 2011*

Event Information



Location and Opportunities:

The Grand Tasting event will take place in the heart of downtown Blowing Rock. The venue is a 12,800 square foot climate controlled tent located just off Main Street. The area is the Maple Street Parking Lot behind First Citizens Bank.

Wine may be sold in accordance with your permit by the bottle and case only. No wine may be sold by the glass. A \$200 deposit is refundable upon completion of breakdown and cleanup of your booth space. Please submit the deposit with this application.

Each patron will be given a tasting guide with a section for each participating winery listing general winery descriptions and information on selections available at the tasting event. Please provide us with this data **no later than March 1st** so that we can print the guides in a timely manner.

Winery Requirements for Participation:

- ◆ must adhere to all North Carolina Alcoholic Beverage Control Laws.
- ◆ are encouraged to bring decorations, banners and promotional literature.
- ◆ are required to supply sufficient supply of each wine to be sampled by a minimum of 1200 tasting patrons.
- ◆ must provide personnel to pour wine samples at booths.



Blue Ridge Wine and Food Festival will supply:

- ◆ 10*10 (100 sq. ft.) booth space for each participating winery.
- ◆ Two (2) 8 ft. tables with color coordinated cloths.
- ◆ Water rinse stations and dump buckets.
- ◆ Access passes for employees of wineries. *Requests for these must be submitted 2 weeks prior to the event.*
- ◆ 2 festival glasses for winery personnel use.
- ◆ Uniformed security provided throughout the event.
- ◆ Enclosed, climate controlled tent.
- ◆ Delivery of cases of wine purchased to a central wine check pick up point.
- ◆ Advertising in Our State Magazine, Charleston Magazine, "G" Magazine, Charlotte Observer, Raleigh News and Observer, Charlotte Magazine, billboards, radio stations in Charlotte, Raleigh, Greensboro, television and much more!

Festival Notes of Interest

- **Named a Southeast Tourism Society Top 20 Event**
- Over 2000 people attended the festival last year.
- Wine sales at the Grand Tasting are permitted by the bottle and by the case only.
- Distributor wineries may not sell directly to the consumer at the Grand Tasting.
- A continuous shuttle is provided throughout the Grand Tasting event.
- The Grand Tasting features a wide variety of delicious foods provided by area restaurants.

**6th Annual Blue Ridge Wine and Food Festival
Winery Application—Grand Tasting
April 16, 2011 Downtown Blowing Rock**

**Deadline for Application
March 1, 2011**

Name of Winery : _____

Contact Name: _____

E-Mail Address: _____

Phone: _____ Cell: _____

Fax: _____

Mailing Address: _____

City: _____ State: _____ Zip: _____

Website Address: _____

**BLUE RIDGE
Wine & Food
FESTIVAL
AT BLOWING ROCK**

I would be interested in taking part in the festival events/seminars by:
(mark if interested)

_____ hosting a winemaker's dinner with an area restaurant

_____ having one or more of my wines featured in seminars or the Meet and Greet

_____ participating in the presentation of one or more seminars

_____ participating in a trade show on Sunday to area restaurants and retail shops

*"Wine is sunlight,
held together
by water."*

Galileo

Your signature below indicates your agreement to the terms and conditions outlined in this Event Application.

Print name _____

Sign _____

Date _____

Fax completed application to 828/295-4643

Mail check (and application) to:

Blowing Rock Chamber of Commerce

PO Box 406

Blowing Rock, NC 28605

Or Email with credit card info to info@BlueRidgeWineFestival.com

For Credit Card Payments (MasterCard, Visa, Discover, and American Express):

Credit Card Number _____

Exp Date _____ 3 or 4 Digit Security Code on back of card _____

Name on Card _____

Questions? Call: Billie Rogers 828/295-7851 or email: info@BlueRidgeWineFestival.com