

MEDIA KIT FOR VENDORS AND EXHIBITORS

ASHEVILLE COCKTAIL WEEK, ELIXIR, SWEET AND GRAND TASTING

Thank you so much for partnering with the Asheville Wine & Food Festival for 2017. This email contains all of the assets and copy to promote Asheville Wine & Food Festival digitally. This may be more than you need, but we just want to make sure you have access to it all to ensure this partnership is the best ever!

Asheville Wine & Food Festival Mission and Goal:

- The Asheville Wine & Food Festival was created to showcase the southeastern wealth of culinary offerings, promote the chefs, restaurants, vineyards, breweries, distilleries and farms who have elevated our status to a “Foodtopian Society”.

Through the celebration of local food-ways, the festival supports and highlights retailers, attractions, and hotels which are key to the Asheville experience.

AW&FF Attendance 2016

- 4,500 in attendance over 3 days
- 58% of Festival visitors were from the Western North Carolina area while 42% were non-local
- 45% of those surveyed came in groups of 4 or more • 45 was the median age of the Festival visitors
- 64% of the visitors have an annual income of \$100,000+

Asheville Wine & Food Festival Events

May 1 - 7 Asheville Cocktail Week

August 18 & 19 GRAND TASTING AND SWEET

Once we have received your payment and your current logo, your vendor/exhibitor listing/logo will be at:

<http://www.ashevillewineandfood.com/exhibitors>

Vendor Registration

https://docs.google.com/forms/d/1SdkWnqKF7aDSPPCrIfP3k5CD73SHZb1ewtY_LuDmgTI/prefill

Vendor Payment: To Be Posted Soon

If you have any questions, please do not hesitate to ask. bob@ashevillewineandfood.com

Important: Digital assets including banner ads and social media/e-blast/blog assets can be downloaded from our [Dropbox](#)

Please use these unique URL's when linking for ticket sales:

Asheville Cocktail Week & ELIXIR (to be posted soon)

GRAND TASTING (GA & VIP) & SWEET (to be posted soon)

Event website: www.ashevillewineandfood.com

Event Listing: <http://www.ashevillewineandfood.com/festival-events> ((to be posted soon)

Extended Copy

The Asheville Wine & Food Festival is now in its 9th year and has been selected as a Top 20 Winning Event by the Southeast Tourism Society. With a wine glass, a festival app, and a festival program in hand, you may choose your own culinary adventure with top culinary chefs and incredible savory and sweet experiences. Launched in 2009, the Asheville Wine & Food Festival celebrates great signature events; all that's worth savoring.

Asheville Cocktail Week brings multiple events over an expanded week, including:

The *Southeastern Distilling Expo* is the largest gathering of Southeastern Distilleries in one location. This is an industry expo invite for owners, managers and bartenders.

ELIXIR, in its fifth year, promises to bring yet another exciting evening of collaboration between the distilleries and local bar talent. Open to the public, this event provides a fun environment for the customers to get in front of bartenders making sample drinks in a structured competition environment, supporting their current bar tenders and discovering new favorites.

SWEET offers a decadent evening of desserts **(to be posted soon)**

The **GRAND TASTING** on Saturday is a smorgasbord of food, wine, beer, and spirits, culinary demonstrations, and a chance to meet authors, farmers, chefs, winemakers, brewers, and much, much more. Come sample the best food scene in the south!

Facebook Posts

Starving for a culinary adventure? **Asheville Wine & Food Festival (tag)** returns to Downtown Asheville on August 18 & 19. Tickets are on sale now! TELL US who are you most excited about tasting at this year's event?

Asheville Wine & Food Festival (tag) is returning to Downtown Asheville on August 18 & 19 with over 100 local and international wineries, local area breweries, regional distilleries, restaurateurs, chefs, farmers, and artisan food producers. Tasting tickets are on sale now!

Tweets

Asheville Cocktail Week includes ELIXIR, Distillery Exposition & more. May 1-7 BUY TIX > **(to be posted soon)**

Weeks of excitement. 100 booths. restaurants, & wines. @avlwinefest 8/18-19 in Asheville. BUY **(to be posted soon)**

@avlwinefest returns 8/18-19 in Asheville. BUY TIX > **(to be posted soon)**

FACEBOOK HANDLE

www.facebook.com/AVLwff

TWITTER HANDLES

@avlwinefest

FESTIVAL LINKS:

Asheville Cocktail Week: <http://www.ashevillewineandfood.com/asheville-cocktail-week>

ELIXIR – Friday May 6: <http://www.ashevillewineandfood.com/elixir>

SWEET – Friday August 21: <http://www.ashevillewineandfood.com/sweet-event-asheville-wine-food-festival>

GRAND TASTING: <http://www.ashevillewineandfood.com/grand-tasting>

All Tickets: <http://www.ashevillewineandfood.com/purchase-tickets>

Exhibitors: <http://www.ashevillewineandfood.com/exhibitors>

Sponsors: <http://www.ashevillewineandfood.com/sponsors>

Media Resources: <http://www.ashevillewineandfood.com/media-resources>

Press Coverage: <http://www.ashevillewineandfood.com/press-coverage>

Video Links: <http://www.ashevillewineandfood.com/festival-videos>

Asheville Wine & Food Festival
PO Box 2017 Asheville NC 28802

828.239-9400 info@ashevillewineandfood.com www.ashevillewineandfood.com
Asheville's premier food+wine+beer+cocktail event

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