



Grenache
& Gourmet

Sept 16
- Oct 3
2022

MEMBER PARTICIPATION INFORMATION

OVERVIEW: MCLAREN VALE GRENACHE & GOURMET CELEBRATION

Emerging from COVID-19, **Grenache & Gourmet** is a new annual celebration for the region's calendar. The consumer-facing experiences will span two weeks from **International Grenache Day** (16 September) to the **Labour Day Long Weekend** (1-3 October) and will serve as a focus to drive visitation into the region and firmly cement McLaren Vale's reputation as the leading Australian region for Grenache and Grenache-blends.

As the naming of the Celebration suggests, **Grenache & Gourmet** will quintessentially link the region's reputation as a world-leader in the production of new-style, fresh, fruit-driven red wines such as Grenache to the exciting development of the region's premium food and dining sector.

Championing the region's new, dynamic, innovative products and experiences for the Australian wine and tourism sectors, **Grenache & Gourmet** will put a spotlight on the multitude of world-class wine, food and tourism offerings of this unique region and drive visitation back to the region.

The Celebration will be pivotal as the first consumer-focused activity for the McLaren Vale wine region following COVID-19 and the only region-wide event in the current calendar.

The strategic aim of the celebration is to build equity in 'Brand McLaren Vale' - increasing consumer awareness of our region's leading reputation and diverse assets and experiences, and enhancing the profitability and sustainability of our wine and tourism businesses.

OUR AIMS FOR THE FIRST GRENACHE & GOURMET

In creating the Celebration, in the first year we aim to:

- Encourage premium visitation to the wineries, cellar doors and hospitality venues of our region by strategically driving the promotion of an exciting and diverse program of Grenache-themed experiences.
- Reinforce McLaren Vale's reputation as Australia's, and one of the world's, leading Grenache-producing regions.
- Set the tone and serve as a model for future development of other in-region events which celebrate our key regional strengths and messages.

Through the creation of an umbrella event, we aim to accommodate a diverse range of experiences; whether that be in the form of specialised tastings, masterclasses, high-end dining events, more informal, relaxed-style offerings or simply using the Celebration to leverage an existing Grenache-related offering.

DATES AND EXPERIENCE FORMATS

Dates: 16th September (International Grenache Day) – 3rd October (Labour Day Long Weekend).

Experiences may take place at any time throughout the duration of the Celebration. They may be one-off, run on a recurring schedule, or on specific days and times. The expectation is that all experiences must champion the **Grenache & Gourmet** theme.

For the first iteration, experiences are designed to be premium and relatively small-scale. Suggested experiences that fall within the **Grenache & Gourmet** Celebration framework include:

- Tastings, including back-vintage, vertical tastings, existing Grenache & blend-themed
- Masterclasses or bespoke 'Meet the Winemaker' experiences
- Food and wine matching dining experiences – casual or formal
- 'Taste & Talk'-style events

For those members that do not have a cellar door/physical space to host an in-person experience but would still like to participate in the Celebration, please contact [Samantha](#) at MVGWTA to discuss a tailored option.

MARKETING, COMMUNICATIONS and PUBLIC RELATIONS

The McLaren Vale Grape Wine and Tourism Association (MVGWTA) will be responsible for the umbrella branding, marketing, and promotion of the Celebration, and will promote individual experiences via a dedicated website, MVGWTA social media platforms and media engagement.

Listed below is an outline of the promotional activities that MVGWTA plans to undertake to promote **Grenache & Gourmet** and participating experiences and events:

BRANDING & DESIGN

MVGWTA has procured graphic design services to develop and produce unique brand assets for the Celebration, to be used in all marketing and promotional assets and activities. These assets will be made available to participating businesses for use in asset development for individual events.

WEBSITE

A **Grenache & Gourmet**-specific website will be implemented, serving as the central source of information and promotion. This site will be hosted on the existing regional website platform, which already attracts significant consumer traffic. Each individual experience will be listed on this website through ATDW listings, allowing consumers to book directly through the individual venue.

EMAIL MARKETING CAMPAIGN

A targeted EDM campaign will be distributed to the current consumer database of over 6000 subscribers in the lead up to the Celebration.

SOCIAL MEDIA

Coverage will include an overarching **Grenache & Gourmet** Facebook event, set up and managed by MVGWTA, where participating venues will be listed and events/experiences shared. The Celebration and individual experiences will also be promoted via posts and stories on the @mclaren_vale Instagram account (25.6K followers as of 1st July 2022).

Grenache & Gourmet digital assets will be provided to participating venues, for use in their own digital promotion.

We encourage all participating venues to create their own individual Facebook events, with **Grenache & Gourmet** mentioned at the beginning of the event title. A social media help sheet outlining valuable information will be provided to participating venues once registered.

MEDIA ENGAGEMENT

Various digital platforms, as well as local event, tourism, and food & beverage-focused publications will be targeted for event coverage.

PRINTED COLLATERAL

5,000 printed **Grenache & Gourmet** postcards will be delivered to participating venues for distribution at cellar doors in the weeks preceding the event.

YOUR PARTICIPATION

Your participation in **Grenache & Gourmet** is paramount to the initiation and promotion of a successful and united regional event.

By being involved in this inaugural Celebration, you will be harnessing the opportunity to showcase your wines and experiences with a diverse mix of visitors and consumers, and help cement the region's leading reputation for Grenache, Grenache-blends and other emerging varietals.

While the main aim of the Celebration is to drive visitation to the region, Member partnerships with city-based venues to run **Grenache & Gourmet** events will also be supported. Should you wish to host an event with a supporting venue outside of the region, **Tier 4 fees** will be applicable.

Businesses can run more than one event as part of the Celebration. Separate fees will apply for each individual event (but not for multiple occurrences of the same event).

Confirm your participation by 12th August 2022 to maximise exposure for your event or experience.

In addition to the registration process, this document contains necessary information and deadlines you will need to understand and follow, to help bring your experience to life and meet participant and liability obligations.

It is important to note that all participating venues must be current financial members of McLaren Vale Grape Wine and Tourism Association – the proprietor of this event. Membership is gained through payment of the Wine Industry Fund levies and/or through a Tourism or Associate Membership.

On behalf of MVGTWA, we thank you in advance for your participation and support in helping promote our beautiful region, and the produce, experiences, landscape and people that make it so unique.

PARTICIPATION FEES

To support the promotion of the inaugural 2022 **Grenache & Gourmet Celebration**, all participating venues and wineries are required to contribute a participation fee. These funds will be used to support the marketing and advertising of the Celebration.

Please refer to the table below to identify your participation fee, relevant to the ticket price of your individual event(s) or experience(s). Event frequency is completely up to the venue; the participation fee remains the same regardless.

A fee is applicable for each individual event listing. There is no limit to the number of events businesses may hold over the duration of the Celebration. Experience registration and payment is to be completed via the [Jotform link](#) provided.

TIER	PARTICIPATION FEE
Tier 1 – ticket price under \$50	\$150
Tier 2 – ticket price \$50-\$99	\$250
Tier 3 - ticket price \$100+	\$300
Tier 4 – external partner event	\$400
Virtual event	Price on application. Please contact MVGWTA

IMPORTANT DATES

**Please note these dates are subject to change at the discretion of MVGWTA. Participating venues will be notified immediately regarding any changes.

ITEM	DATE	NOTES
Public Announcement	Week of 1 st August 2022	<ul style="list-style-type: none"> ▪ Event website goes live ▪ eDM to database ▪ Social media posts, Facebook event live
Round 1 Registrations Due <i>(for greatest promotion please submit by this date)</i>	12 th August	<ul style="list-style-type: none"> ▪ Registration and payment to be submitted ▪ Event outline & dates (for promotion) ▪ ATDW events created
Promotional Postcards Distributed	16 th August	<ul style="list-style-type: none"> ▪ Promotional postcards with QR codes to event website delivered to participating venues for distribution
Media engagement	16 th August – 3 rd October	<ul style="list-style-type: none"> ▪ Media releases and stories distributed to trade, online and print publications. ▪ Direct engagement with local media and promotional agencies.
Final Registrations Close	9 th September	<ul style="list-style-type: none"> ▪ Registration and payment to be submitted ▪ Event outline & dates (for promotion) ▪ ATDW events created
Celebration Begins	16 th September	<ul style="list-style-type: none"> ▪ Launch
Celebration Ends	3 rd October	
Post Event Debrief / Member Feedback Form Issued	6 th October 2022	<ul style="list-style-type: none"> ▪ Link to online event feedback form to be distributed to all participating venues

CONDITIONS OF PARTICIPATION

Venues

- Each venue is solely responsible for the running of their experience/event, its management and outcomes.
- Please ensure your venue is adequately licensed. All licensing is the responsibility of the venue, including liquor licensing and appropriate APRA-AMCOS and PPCA registration for your entertainment.
- All event ticketing is the responsibility of the participating venue.
- Experiences facilitating or promoting large bus groups, or “swim-throughs” are not deemed suitable for this Celebration and are therefore will not be accepted.
- MVGWTA reserves the right to reject an experience if it is deemed to not meet the criteria of **Grenache & Gourmet**.
- All events will be either approved or sent back for further information at time of registration. This process lies with the MVGWTA team.

Promotion

- All participating venues (all experience types) are solely responsible for publishing their event(s) on the ATDW platform, which will feed the listing on the **Grenache & Gourmet** website.
 - All ATDW event listings must follow the **standard title “Grenache & Gourmet: Event Name”**.
- The accuracy of event information, including but not limited to event description, capacities, dates, times and pricing, are all the responsibility of the participating business.
 - MVGWTA will not be responsible for participating businesses which provide incorrect and/or misleading event information. Venues may choose to run more than one event concurrently. Separate fees will apply for each individual event.
- We encourage all participating venues to create a Facebook Event page for each event, titled **“Grenache & Gourmet: Event Name”**.
 - This event page must be sent to MVGWTA via Facebook messenger for inclusion in Facebook promotion.
- The umbrella celebration name is **“McLaren Vale Grenache & Gourmet”**; we ask that all public references use this full name.

INFORMATION AND CONTACTS

MVGWTA welcome you to make contact at any time to assist with questions about the Celebration and your experience registration process.

MVGWTA staff will also be in touch with you, where relevant, with any organisation and marketing related activity. We trust that you will be able to assist them when and where required, for the overall successful execution of the McLaren Vale Grenache & Gourmet Celebration.

McLaren Vale Grape Wine & Tourism Association

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