

ADELAIDE WINE MARKETS PRESENTS:



Adelaide  
Wine  
Markets



VENDOR INVITE

MCLAREN VALE

WINTER WINE MARKETS

SATURDAY AUGUST 5TH // 5PM - 9PM

SUNDAY AUGUST 6TH // 12PM - 4PM

THE MARKET SHED ON HOLLAND

1 HOLLAND ST, ADELAIDE

# ADELAIDE WINE MARKETS

## *Winter Wine Markets*

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McLaren Vale Grape Wine & Tourism Association has collaborated with the team at Adelaide Wine Markets for one huge weekend, where the region will stage a full city-side take-over of the market Shed on Holland. The aim of the McLaren Vale Winter Wine Markets is to bring a taste of the Vale to those who may not normally venture down this way in the cooler months, showing them that our region is an idyllic wine, food, and tourism destination to experience all year round. We encourage you to use this event to not only showcase your wines, but as an opportunity to bring your brand experience and hospitality to consumers, encouraging visitation back to the region during the winter months.



### *Event and session times*

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For this event we are running over two sessions:

#### **SATURDAY 5TH AUGUST**

**Tastings & Sales:** 5:00pm - 9:00pm

**Last Drinks:** 9:00pm

#### **SUNDAY 6TH AUGUST**

**Tastings & Sales:** 12:00pm - 4:00pm

**Last Drinks:** 4:00pm

Sales can be made by the bottle (or case) for take away.

Sales can be made by the glass or bottle for on site consumption.

## ***What is provided & what do I bring?***

### **AWM will supply:**

- Ice buckets
- Ice
- Spittoons
- Event Liquor Licence
- Wine glasses on entry
- Stall with above stall signage

### **All you need to bring is:**

- Product for tastings and sales
- Pop-up banners
- Promotional material
- Extension cord
- Cash float & POS for sales

### **MVGWTA will support by providing the following:**

- Event branding and graphic assets
- Advertising and marketing
- General marketing support
- Event support on the day

## ***Costs and licencing***

**FULL STALL || SINGLE DAY || \$450 (GST INC)**

**FULL STALL || BOTH DAYS || \$830 (GST INC)**

AWM will purchase a multi-day / multi-vendor event Liquor Licence for the weekend. The charge for this has been included in the pricing above.

## ***How many vendors will there be?***

There will be a mix of Wine, Beer, Cider & Spirits producers with a total of approx. 24 stalls per day.

## ***Coat Check & Free Delivery Stall***

AWM will offer a wine / coat check area and free delivery for guests who purchase a mix of 6 or more bottles on the night from multiple producers. If a guest would like to purchase 6 or more from a single producer, we encourage you to arrange delivery directly with the purchaser.

## ***Tastings***

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Producers are required to provide complementary tasting samples of their products for guests.

## ***Sales***

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You can make sales direct to the public during this event. AWM does not take a cut of these sales. AWM will offer a wine & coat check stall as well as free delivery for guests who purchase a mix of 6 bottles or more across multiple producers on the night. Guests can bring their bottles up through out the night for us to hold on to if they wish.

## ***Vendor requirements***

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All stall holders serving alcohol will need to hold a valid RSA and may need to present it at the Markets upon request.

Stall holders must also hold a public liability insurance policy for a minimum of \$10M.

## ***Food & Music***

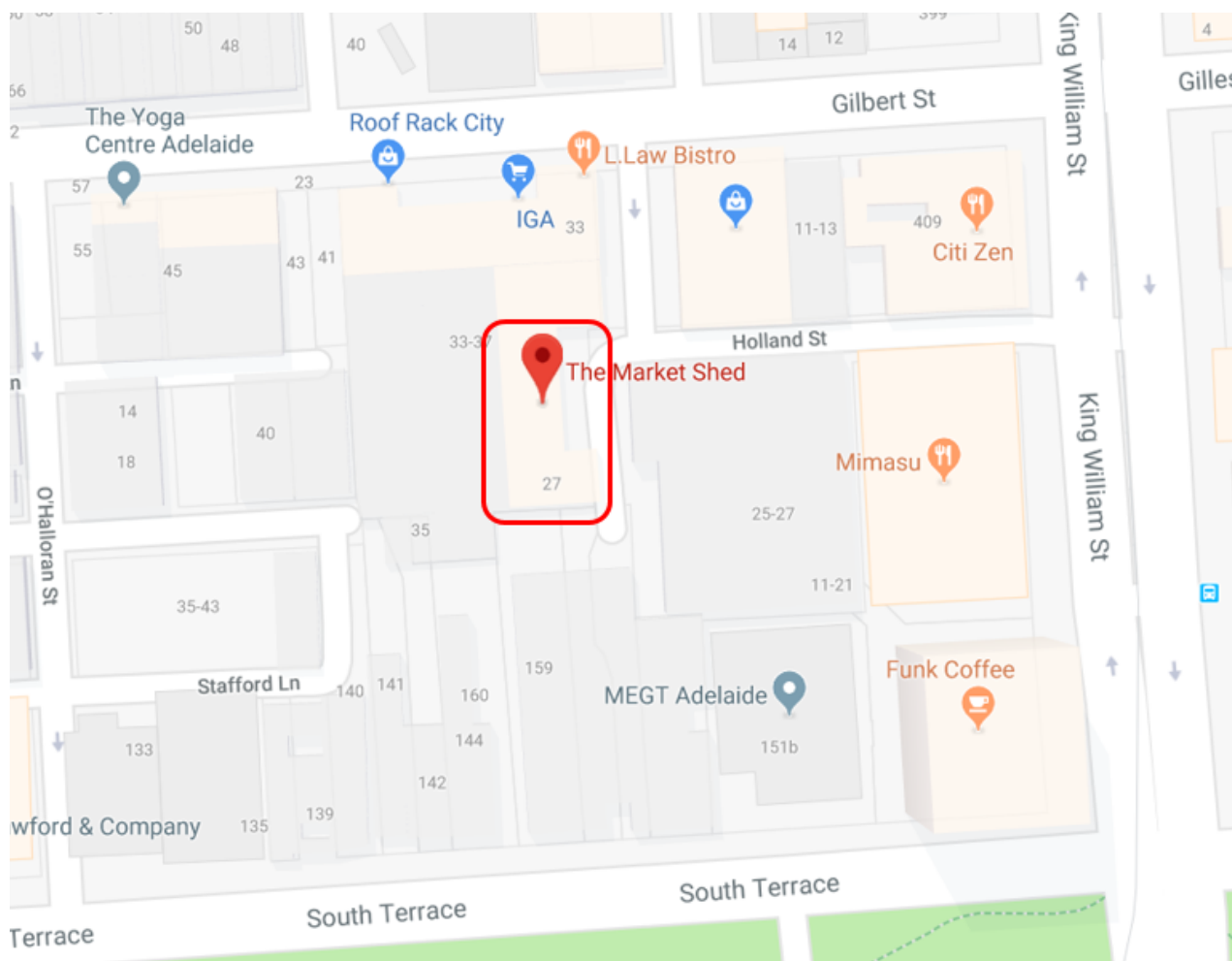
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Food Stalls will be hosted across the weekend by some McLaren Vale favourites. There will also be live music performances by some excellent McLaren Vale artists.

## Event location



## The Market Shed on Holland *1 Holland St, Adelaide*



## *Event day information*

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You will receive an event day information pack with the bump in and parking information about 2 weeks before the event.

## *Event registration*

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Register using our online form: [CLICK HERE](#)

Applications close on Sunday June 18th. Please make sure you register early as we often have more interest than stalls available.

If you have any questions please get in touch:

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