

CRAFT DISTILLERY DISTRICT

gourmet food
& wine expo
25 YEARS

NOVEMBER 21-24, 2019
METRO TORONTO
CONVENTION CENTRE

The Gourmet Food & Wine Expo is Canada's largest consumer and trade tasting event. Thousands of the cities most affluent, socially-active and elite clientele attend annually alongside licensees, top industry buyers, hoteliers and the cities most influential media.

The **Craft Distillery District** is an area of the Expo dedicated to small batch craft spirits. The feature will offer micro-distillers the opportunity to sample their artisan spirits to a discerning audiences of consumers appreciative of the art of small batch distilling. Whether you serve it straight up or showcase new blends, your superior brands will be at the forefront of the Expo.

Join us this November to promote your craft spirits, superior mixology and innovative concepts to media, social leaders and enthusiasts.

Contact us for details 1.866.414.0454
foodandwineexpo.ca

THE GOURMET EXPO WILL PROVIDE:

- Dedicated exhibit space in this high traffic area
- Extra wide aisle for increased traffic and access
- Craft Distillery area signage-including your brand
- Shared Craft Distillery pavilion Expo Guide Ad
- Enhanced area décor and lighting
- Complimentary lemons and limes
- Complimentary shared storage
- No charge refrigeration and ice
- ISO tasting glasses are supplied to customers
- All partners promoted at foodandwineexpo.ca
- All partners promoted in the Official Expo Guide
- Craft Distillery area promotion throughout campaign

SAMPLING AND IMMEDIATE ROI:

- You set the price per sample & collect tickets
- We reimburse you 90% of all sample sales
- e-commerce opportunities

THE EXHIBITOR WILL PROVIDE:

- Bottle shot (preferred) or logo for your signage
- Knowledgeable staff to serve & educate guests
- You provide spirits / mixes / recipes for your tastings

Promote one brand or several in each booth. All of the inclusions apply to every brand you promote.

Spotlight, sample and sell luxury spirits at the Gourmet Food & Wine Expo!

TOTAL INVESTMENT: \$2,100