

PORTLAND Indie Wine Festival®

wines with soul
uncorked™

The PORTLAND INDIE WINE & FOOD FESTIVAL is the signature event of the Indie Wine Foundation, a non-profit organization dedicated to preserving and sustaining the art of craft winemaking. The goal of this nationally acclaimed, award-winning event is to create a marketplace and media showcase for Oregon's rising star artisan producers and to educate consumers about the state's exciting wine regions. The 2010 festival will be held at the Bison Building located in Southeast Portland near downtown.

In addition to our new venue, there are a few other changes to the 2010 festival, so please read carefully.

One of PIWF's main goals is to promote Oregon's top boutique wineries - those making 2,500 cases or fewer annually. All wines submitted to the festival are put through a double blind tasting by our panel of 12 professional wine judges comprised of nationally acclaimed members of the media, wine buyers trade and seasoned winemakers. After judging, scores are tallied and the 40 top scoring wineries and their top scoring wines are invited to pour in our 2010 festival. Only wines submitted to the judging are eligible for festival participation.

The concept of having a juried wine event has allowed the festival to become an industry standard, guaranteeing an experience focused on quality wines. Past judges have included James Rodewald, drinks editor of *Gourmet Magazine*; Alice Feiring, James Beard Award Winning Wine Writer; and Rebecca Murphy-Marton, The Dallas Morning News Wine Competition. The 12 judges for the 2010 competition will be announced February 15th.

The Portland Indie Wine & Food Festival is no ordinary wine tasting event. In the past five years, the festival has captured the interest of national media - *The Wall Street Journal*, *Via Magazine*, *Saveur*, *Epicurious.com* - and top sommeliers and distributors attend the festival seeking undiscovered talent. The marketing visibility continues to grow and this year we expect to surpass \$2 million dollars in free advertising. The PIWF is a powerful marketing opportunity for any small producer looking to reach committed wine buyers and influential members of the local and national media.

**"Investing in the Portland Indie Wine Festival is the best money I've ever spent on marketing."
-John Grochau of Grochau Cellars, Indie alumni.**

The 2010 PIWF Grand Tasting will take place on Saturday, May 8th. More than 1000 savvy wine enthusiasts from around the U.S. will flock to the Bison Building to sip the day away. The festival invites 15 Portland restaurants to prepare exciting small dishes to pair with the wines poured. Monday, May 10th is the festival's Trade Tasting. This event is open only to trade and media members and is your chance to pour any wine of your choice for restaurateurs, sommeliers, retailers, distributors and media. In previous years we've had members of the trade attend from Denver, New York, California, and even as far away as Spain.

Tickets to the Grand Tasting are limited in number to ensure a quality experience for both buyers and winemakers. You will be able to sell your wine directly from your booth and also build a list of passionate wine drinkers for future marketing and sales.

Having your wine selected to be poured at the festival is a powerful marketing tool. Not only are you personally meeting a new pool of wine buyers through both the trade tasting and the consumer event, you are also participating in a nationally promoted cultural event. SPECIAL NOTE: The Indie Wine Festival has taken a booth at the 2010 Oregon Wine Symposium. Please stop by if you attend, we'd love to meet you personally.

The Portland Indie Wine & Food Festival, its promotional materials and media exposure will expose your story and brand to an audience that is relevant and appreciative of what you do. We invite you to enter today!

NEW FOR 2010

We have a new eastside location!

For the first time in event history, Indie will take place on Portland's urban, edgy eastside minutes from downtown at the Bison Building, 419 NE 10th Avenue, Portland, OR 97232. Built in 1941 as a construction facility for WWII war ships, the Bison Building is a 13,000 square foot industrial space that embodies the exciting sense of discovery that comes with the Indie experience.

New Categories – Value Driven White and Value Driven Red

Let's face it, wine consumers are more thirsty than ever to find quality, budget friendly wines. This year we will be highlighting the top scoring value white and red wines at the festival. Every white wine under \$15 and red under \$25 will be automatically entered in this category, and the top scoring of each type (red and white) will be prominently featured at Indie!

Budget

We have increased the cost of a booth at the festival from \$400 to \$500. This year's \$100 increase in booth fee includes an annual industry membership to the Indie Wine Foundation, a nonprofit organization dedicated to preserving and sustaining the art of craft winemaking. Membership benefits include discounted educational seminars, free admission to certain Foundation events, and access to our wine education library.

Indie Wine Foundation Needs Your Help!

The Festival and all its programs are operated by a small group of passionate suppliers to the Oregon wine industry who need support in order to make these events happen. This year we are excited to announce the continuation of an Indie Winery Events Committee who will be assuming the responsibility of producing the trade tasting. So far, we have two wineries who have volunteered to be on this committee and we welcome additional winery volunteers. Please contact us to learn how you can get involved.

BENEFITS-AT-A-GLANCE

- The honor of participating in Portland's most prestigious wine event targeted at a young, hip audience.
- Publicity to the premier wine and tourism publications (both print and digital).
- All wines submitted receive tasting notes from the judging. This is a wonderful way to obtain unbiased feedback from professional judges
- Wines that do not make it into the festival are never mentioned in any material.
- Access to 1000 qualified wine consumers.
- Access to up to 300 trade buyers who would not be accessible to you on your own.

Entry Rules:

Entry Deadline is March 2, 2010 at 5:30pm.

The cost of entry is \$75 for the first wine entry and \$40 for each additional wine entry. Maximum number of wines to submit is five. Checks made out to the Indie Wine Foundation and credit cards are accepted. Late entries will be charged \$100 for the first wine and \$60 for each additional wine entry. No wines will be accepted after Thursday, March 4, 2010 at 5:30pm. Payment must be received no later than Thursday, March 4, 2010. PLEASE NOTE: An additional participant fee of \$500 will be charged to each of the wineries selected to pour at the festival. Please see the FAQ pages that follow for more details.

To qualify for the Portland Indie Wine and Food Festival, you must meet the following business criteria:

- 1) Wineries making 2,500 cases or less, total production of all varieties for the 2008 vintage year (that's 5975 gallons, or approximately 38 tons of fruit).
- 2) You must be in one of the following categories:
 - "**Grower-Winemaker- Proprietor**" (You are the hands-on indie – from planting and managing your own vineyard, make all the wines and bottle the wine for sale)
 - "**Grower-Proprietor**" (You own the vineyard and grow the grapes, but have the wine made by a consultant winemaker in close collaboration with you)
 - "**Winemaker-Proprietor**" (You make the wine yourself but buy grapes from vineyards you do not own)
- 2) Wine must be made under a bonded Oregon winery license, if not your own, then someone else's license. Grapes grown in Oregon and in AVA's that are shared by a neighboring state are accepted.
- 3) You must own the company that produces your wine (you must own the brand, but it's okay if you make your wine at a friend's facility).
- 4) You must make the wine yourself or with a team that you employ. "Negociant" wines are not eligible.
- 5) Barrel samples will not be accepted.

An official entry is **two bottles each** 750ml (or 4 bottles 375ml for wines not bottled in 750ml) of up to **five different wines** for consideration. Single grape varieties, grape blends, fortified, sparkling and dessert wines are eligible for entry. All forms must be filled out in full and be legible to qualify for entry.

Please make checks to the Indie Wine Foundation. All payment, entry forms and wine must be received by 5:30pm on March 2, 2010.

Send Entry Forms and Fees to:

Portland Indie Wine Festival
P.O. Box 816
Portland, OR 97207-0816.
or Fax to: 503.827.6566

Deliver Wine to:

Flint Design Company
1231 NW Hoyt Street, Suite 204
Portland, OR, 97209
Phone: 503.295.1979 ext. 203
Drop off wines Mon-Fri 9am and 5:30pm

Notification of acceptance in the Festival will be sent by email on **March 19, 2010.**

The complete and final list will be publicized, April 2, 2010.

Entry forms and additional information are also available at www.IndieWineFestival.com

Winery FAQs

2010 Key Dates

CALL FOR ENTRIES OPENS

Wednesday, December 23

CALL FOR ENTRIES DEADLINE

Tuesday, March 2, 5:30pm

WINE JUDGING

Monday, March 15, All Day

NOTIFICATION OF SELECTED WINERIES

Friday, March 19, 5pm

OLCC FORMS, LETTER OF COMMITMENT AND PARTICIPANT BOOTH FEES DUE

Friday, March 26, 5pm

FINAL PUBLICIZED WINERY LIST

Friday, April 2, 5pm

GRAND TASTING

Saturday, May 8, 2010

General Admission entry from 2-6pm

VIP Admission entry from 1-6pm

Winery Setup begins at 10am

TRADE & MEDIA TASTING

Monday, May 10th, 11-3pm

Winery Setup begins at 10am

What happens if I am selected?

You will be notified by March 19th via e-mail. You will receive an information packet and letter of agreement. There is a \$500 participant booth fee, which includes a one-year membership to the Indie Wine Foundation. The fee helps to offset the cost of promoting the event. In addition, each participant receives the following:

- 6 foot tasting table on your day of pouring wine equipped with spit buckets and openers
- 6 foot table at Monday's Trade Tasting
- Booth signage will be provided for both the consumer and trade tastings
- Event Credentials for 2 people - your event credentials will get you entrance to the Grand Tasting
- Electronic promotional materials for you to promote your appearance at this event to your own customer and trade lists.
- Winery and wines listed on PIWF website for one year with links to your website
- Winery and wines promoted to over 200 local members of the restaurant and retail trade, and regional media for Monday's closed tasting
- Winery and wines listed in Festival tasting book given to 1,000 entrants, all sponsors and local and national media (2,000 books will be printed)
- Winery and wines included in all media promotions to local and national media beginning April 2nd (last year's media reached 10 million readers)

You will be required to fill out OLCC paperwork to pour and sell your wine.

All OLCC paperwork and fees are due by Friday March 26. No Late paperwork or fees will be accepted. We must make the announcement of committed and OLCC approved wineries by April 2.

Who is behind the creation of the festival?

Lisa Donoughe of Watershed Communications founded the festival in 2004. Along with co-producer, Catherine Healy of Flint Design Co. and an interested group of wine and food professionals, the festival is an expression of passionate interest in helping the industry continue to evolve and the quest to help small producers grow into sustainable brands.

The festival also maintains an informal advisory council. Members of the Council include: Jack Irvine and Paul Opperman, Irvine & Associates; Jesse Lyon, Davis Wright Tremaine, LLP; Michael Davies, A to Z Wineworks; and Jason Lett, BlackCap Wines and The Eyrie Vineyards.

What is the festival venue like?

The festival will take place at the Bison Building (419 NE 10th Avenue, Portland, OR 97232). The Bison Building is a 13,000 square foot industrial space located on Portland's edgy eastside that has dramatically high ceilings and more than 1,000 lead pane windows (in addition to indoor lighting, if the weather chooses to not cooperate that day...). Outdoor covered areas will provide additional space (with heaters if needed!).

What makes this event unique

Two key things: First, all wines are selected from a blind tasting by experienced and highly qualified professional wine judges. Second, only 40 wineries are selected from the judging, based on how their wines scored.

Who attends this festival?

The Grand Tasting is limited to 1000 people. Tickets are \$75 for general entry and \$125 for VIP entry. We have learned through onsite surveys that these attendees buy wine weekly and often by the case, although the primary value of the festival to a winery is publicity. The crowd is evenly mixed in age between young emerging wine drinkers and older, more seasoned wine lovers. Their common bond is a passion for small production wines and unique, authentic experiences. This audience wants to taste your wine and hear your story. Another exciting fact is how many attendees come to the festival from out of state and make a weekend of it.

What will the festival format be?

This event is as much about "think" as it is about "drink". Featured wineries will be pouring their wines at Saturday's Grand Tasting for the public from 2 to 6pm, with food served up by top local restaurants. You will be able to sell your wines for full retail value at your table (you will process the transaction as well) - think farmers market!

Then on Monday, all wineries will participate in a closed, trade and media only tasting where you will have an opportunity to converse with local wine buyers from retail stores, restaurants and VIP guests from the media and community. The entire weekend is a great opportunity to make connections.

What else do I need to know about submitting?

Forms must be complete and legible to qualify. You can submit up to 5 different wines to the jury. The professional jury will need two bottles of each of the wines you wish to feature at the festival. The wines you submit to the jury will be the only wines that you may pour at the festival, so make sure that you hold back enough of these wines for tasting and sales at the PIWF in May! Unopened wines will not be returned.

Is this event only about Pinot Noir?

No! We want to show off all the great winemaking happening throughout the state. Please submit your best wines. PIWF encourages diversity and has a statewide perspective.

What is the jury format?

Wines are opened and tasted for cork taint, numbered and put into bags by our lead judge and her volunteers. 12 professional judges will blind taste the wines by varietal category. Each judge scores and comments on each wine. Then the wine is publicly discussed and an average score is determined from the group of judges on the panel for each wine. The wines are ranked from highest to lowest score. The producers are then ranked and the top 40 producers are selected to participate in the festival. This usually will yield between 50 and 80 wines to be poured. Please keep in mind that at the consumer event, you will only be pouring the wines you submit for the judging AND make the score cut off. These wine selections will be confirmed when you are notified of your selection.

Who will be on the jury?

The jury will be comprised of experienced judges from the local and national press, the trade (restaurants and retailers) and winemakers (who do not fit this year's Indie criteria). Confirmed judges so far for the 2010 competition are James Cury of Hearst.com; Alice Feiring, Author and Wine Writer; Claud Mann, Executive Chef and Host of Dinner and Movie (TBS); Jason Smith, Master Sommelier and Director of Wine, Bellagio Resort; Bernard Sun, Sommelier and Corporate Beverage Director, Jean-Georges Restaurant Management LLC; and Cathy Whims, James Beard Nominated Executive Chef, Nostrana Restaurant. For a final list of jurors, please visit our website after February 15th, indiewinefestival.com.

Will jury results be published or ranked?

No. Jury tasting will be blind and the tally will be counted by an impartial observer. The top scoring wines will determine the participating wineries. Once the wineries have been selected, scores will not be retained. However, the judging panel is asked to take legible notes and the festival administrative staff will transcribe and send the notes to you once the selected wineries are announced.

Will there be an opportunity to sell my wine at the event?

Yes, you may sell only your wines selected to be poured at the event. In order to give each winery the best opportunity to meet buyers, as well as get a return on your investment in this marketing opportunity, each winery will be selling their wine at full retail price at their table. You must be able to manually process credit card, check and cash payments. You may choose not to sell your wines as well.

Will we be donating our wines for the tasting?

Yes. By organizing both a closed trade only tasting and a public tasting, this is a prime marketing event to promote your brand and wines. Wineries will need to bring a minimum of two cases total of each wine. This will cover wine needed for both your day of pouring at the festival and at the Trade Tasting. We are anticipating up to 300 attendees to the Trade Tasting and 1000 attendees to the Grand Tasting.

Who will pour our wines?

You will! Our attendees are drawn by the opportunity to speak to the proprietor and hear his/her story. The event is set up to feature YOU, the indie proprietor, and to help you connect to wine savvy consumers, trade and press. We won't be able to provide licensed servers for you, so make sure your OLCC server's license is up to date. You may bring one other person to help you pour and sell wine at the table.

Will the festival be setting up my tasting table?

Yes. PIWF will provide glassware, tasting tables, spittoons and rinse water. Please bring literature, mailing lists and any other printed materials that help you tell your story. Please DO NOT bring any banners or signs, large displays, floor structures or additional tables (they will be removed from the event site if you bring them). Small tabletop displays are acceptable. PIWF will provide flowers and decorations for the event. Please do not bring your own flowers due to strong scents interfering with wine tasting.

When do we set-up for each event?

Set-up will start at 10am on Saturday and will need to be completed by 12pm. A complete set of detailed instructions pertaining to the event will be issued to all participating wineries by April 9th. The Grand Tasting begins at 1pm for VIP ticket holders and 2pm for general admission. The set-up at the Trade Tasting on Monday will begin at 10am.

Will there be awards for the wines?

No! The intention is to promote the Indie Brand as a whole and to promote all the great wines for their individual qualities.

Where does the money go?

The event is designed to be self-supporting. Every dollar earned goes into producing and promoting the festival and any proceeds benefit the newly formed Indie Wine Foundation. The cost of the event is paid through in-kind sponsorships of goods and services, cash sponsorships, entry fees, participant fees and ticket sales. Volunteer support is needed and encouraged for the festival to thrive as annual event. Please give us a call if you would like to help.

For more information please visit our website at www.IndieWineFestival.com or call us at 503.595.0891