

# gourmet food & wine expo



**November 18-21, 2010**

**Metro Toronto  
Convention Centre  
South Building  
Exhibit Hall D  
222 Bremner Blvd.,  
Toronto**

**Thursday 6-10pm (VIP Night)**

**Friday 2-10pm**

**Saturday 12-10pm**

**Sunday 12-6pm**

Contact: Mary Vari  
Independent Wine Education Guild  
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Email: [iweg@bellnet.ca](mailto:iweg@bellnet.ca)

## **PROMOTE YOUR WINES AT THE GOURMET FOOD & WINE EXPO!**

As a participant of the Gourmet Food & Wine Expo take advantage of this incredible opportunity to promote your wines.

The **Independent Wine Education Guild (IWEG)** - one of our official event educational partners will showcase and sample your brands at the popular Connoisseur's Corner Stage.

### ***Connoisseur's Corner Stage Highlights:***

- Sessions designed by professional IWEG educators
- Interactive, fun, thematic and educational in nature
- Attracting 40 attendees to each session
- 45 minute presentations every hour of the Expo
- Hosts include WSET professionals and sommeliers

### ***Connoisseur's Corner Stage Logistics:***

- Three bottles of each wine are required
- Wines can appear in multiple seminars
- You may provide tasting notes and highlights
- We will distribute any brochures provided
- IWEG is pleased to work with visiting producers etc.
- Wines will be picked up daily from your booth
- All wine donations are accepted and appreciated!

Please use the attached sheet to fax the details of the wines you would like to contribute. Please call or e-mail Mary with any questions.

**Thank you in advance!**

**[foodandwineexpo.ca](http://foodandwineexpo.ca)  
[iweg.org](http://iweg.org)**



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**Please fax back to Mary Vari at IWEG @ 416.966.3286**

PRODUCER	NAME OF WINE	VARIETAL	VINTAGE	RETAIL PRICE	QUANTITY

Contact Person: \_\_\_\_\_ Company Name: \_\_\_\_\_

Contact Phone: \_\_\_\_\_ Contact Email: \_\_\_\_\_

*You will be contacted in the fall and informed which session your wines will be promoted in. Please have your wines onsite and they will be picked up from your booth the morning of your session. Please provide any tasting or promotional notes you deem necessary when we pick up the wines for the session instructor.*

*Thank you for your donation!*