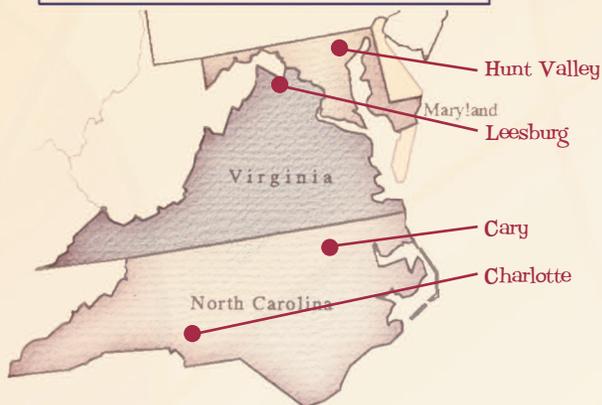


# Great Grapes! Wine & Food FESTIVAL



## 2016 Tour Dates!

April 22nd • Town of Cary's Koka Booth Amphitheatre • Cary, NC  
 June 3rd & 4th • Oregon Ridge Park • Hunt Valley, MD  
 September 9th • Village at Leesburg • Leesburg, VA  
 September 30th • Symphony Park at SouthPark Mall • Charlotte, NC

## 80K Wine Lovers Looking Forward to Another Great Vintage!

Superb wine comes from a mixture of many elements. With this in mind, we mix together great locations, large crowds, excellent participating companies, fantastic vineyards and some magic to create our series of wine festivals.

In 2016 we grew our attendance by over 15% and 2017 is looking to be another great season. You should join us!

Thousands of guests annually attend our shows where we offer a unique, inexpensive escape for them to drink, eat, and relax. Take advantage of the atmosphere we provide and sell or market your goods and services to our guests.

We look forward to branding your quality product or service to our estimated 80,000+ guests throughout the Mid-Atlantic. If you have been with us for years, or if 2017 is the first year you will exhibit in one of our festivals, we welcome you and look forward to working with you for many years to come.

## Come and Uncork the Fun!

### Our Target Audience:

Upscale Consumers who are food enthusiasts and hobbyists, primarily adults aged 25 – 55, with a passion for the culinary field, eating and fine wine – whether at home or through the experience of a great restaurant.

- Median Household Income \$96,000
- 57% Female / 43% Male
- Customers interested in educating themselves further in cooking, fine wine and beer selection, and related products
- Foodies, Foodies, Foodies!

### How Do We Reach This Audience?

Our expertise in consumer show and event promotions comes from over 17+ years in the business. Our targeted promotional campaign offers your brand / company exposure with the following methods:

- In-house mailing lists and email lists. Our database of over 104K names & emails of targeted subscribers to our events is a very powerful tool in our promotion
- Social Media: Facebook, Twitter, YouTube
- Abundant radio schedules on regional stations
- Focused localized television ad buys
- Advertising in local, national, and regional print publications
- Local Promotions and PR with area media outlets, Internet and email promotions

### You Should Exhibit if you are or sell...

- Handmade Arts and Crafts
- Caterers & Chefs
- Chefware & Cookware
- Cookbooks
- Cooking and Grilling Equipment
- Cooking Schools
- Culinary Items
- Cutlery
- Fine Art & Homegoods
- Food
- Kitchen Appliances, Equipment and Supplies
- Organic Products
- Personal Chef Services
- Restaurants
- Specialty Food Products
- Sustainable Food Items
- Tableware
- Travel, Resorts and Spas
- Wine Accessories
- Wine Cellar Equipment
- Wineries

### What is all The Excitement About?

Imagine a beautiful day at an outdoor festival complete with thousands of wine and food lovers mingling with their friends and family sampling all the exciting new wines and tasting all of the great foods being offered. On the Main Stage, hear the great sounds of regional bands playing favorite songs while chefs host cooking demonstrations at the Gourmet Live! Stage. Attendees can bring the whole family and entertain the children in the kids area while adults sample wine and browse the many vendors.

Now imagine your company being in the middle of all this opportunity. That is what a Great Grapes! Wine, Arts and Food Festival is all about. Join us and uncork the sales, uncork the branding, uncork the marketing opportunities. Space is limited, call today!