

WELLINGTON

# Wine & food

+ craft beer

## FESTIVAL

### 1 Day Festival

Saturday 13<sup>th</sup> February

11am - 7pm

Waitangi Park, Wellington Waterfront



Early Bird starting at **\$30\***

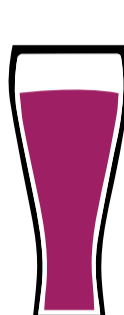
Reserved Lawn Table options  
Group Bookings



**14**  
Food Vendors



**12**  
Wineries



**10**  
Breweries  
Beer & Cider

### Attendee Consumption



3 food items per head



4-5 drinks per head



### Entertainment Line-up

Featuring a select line-up of original musicians and covers bands from around New Zealand. Final acts to be announced closer to festival dates, but a selection of the best chilled drinking beats to favourite party tunes.

### Festival Features

- Single Day Festival
- Seating and cover for both shade and sunny weather
- VIP and Reserved Lawn Table area
- Cocktail & Mocktail Bar (non alcoholic cocktails)
- Cashless payment system
- Games, Live Music and other entertainment

### Cashless payment system



Utilising the AWOP cashless payment system will make transactions easier, improve attendee experience and make your systems faster.

- Easy to use
- Full stock report / inventory break down (total transparency)
- Minimal transaction fees (1.4%), and no added charges
- No eftpos, cash, floats, headaches or requirements

## Your Involvement & What's Included

#### FOOD

We are looking for up to 14 of Wellington's best restaurants to be the focal point of the event.

Your menu will be a pop up "Street Food" / "eat on the go" style limited to 5 items + 1 optional sweet item and priced under \$12, ideally around \$10 as this is the optimum consumer price point (No meals, served street food style is preferred). At previous festivals attendees have consumed an average of 3 items each, but remember patrons purchase on value for money so keep this in mind when designing your menu.

As a food vendor your stall will include

- Either a 3m x 3m or 6m x 3m Marquee set up with flooring
- Vendor Name Sign
- Power supply\*
- Chiller space
- AWOP units as required
- any required event Food License.

Sales through your stall are not subject to any commissions or % turnover - There is a processing fee of 1.4% charged via AWOP, however you don't need to worry about eftpos, cash floats or any of these hassles. Units are easy to use and training / support is provided. Funds are transferred direct to you from AWOP the week following the event.

Wellington Wine and Food Festival will carefully consider each vendor's booking before accepting them as a vendor for the event to ensure quality and variety.

As a participating vendor you will receive marketing collateral along with an allocation of tickets for promotional purposes.

#### Pricing for Full Vendor Site Set-Up:

3m x 3m Food Vendor sites for the festival are only \$799.00 + gst.  
6m x 3m Food Vendor sites for the festival are only \$999.00 + gst.

#### BEVERAGE

We have only limited space available for 20 - 22 vendors.  
12 wineries and 10 breweries consisting of beer, cider, seltzer or a combination..

Beverage sales over the event are run through our special license, and AWOP point of sale system. Essentially we operate like a normal bar with you as the supplier and Wellington Wine & Food Festival the "venue or bar".

Each 3m x 3m "bar marquee" will operate separately with the ability to personalize the bar set up to each vendor.

#### Supplied for the Set Up

All beverage during the event are managed by Wellington Wine & Food Festival and will be at the set price of \$8.00 for beer, cider and seltzer and \$8.00 for wine.

We will supply most of the infrastructure as listed below including the marquee to create a working bar - but will require you, as the vendor, to set up the bar and branding to personalize this for your brand. You are welcome to bring in a bar set up or similar.

#### Beer Sites 3m x 3m

(Equipment Provided - we pay for / provide all of the below)

- Commercial Marquee
- Display Walls
- Vendor Name Sign
- Printed Beverage Menu
- Liquor License requirements / signage
- AWOP units
- Light Beer (where required)
- Bottled water & Free water
- Trestle Tables where required
- Chiller Space
- Bagged Ice

#### Wine Sites 3m x 3m & 4.5m x 3m

(Equipment Provided - we pay for / provide all of the below)

- Commercial Marquee
- Display Walls
- Vendor Name Sign
- Printed Beverage Menu
- Liquor License requirements / signage
- AWOP unit
- Light Beer, Bottled water & Free water
- 2 x Trestle Tables with Black Cloths
- 1 x Glass Door Fridge
- Chiller Space

All vendor sites have black velcro receptive display walling at the rear so you can attach branding or similar.

During service you would be required to have a duty manager staff member to look after the bar and oversee quality control (overall) and adequate service staff.

Note: we will have an overall Manager who will be looking after the venue - you are responsible at the Point of Sale. Security are on hand as well.

Each attendee will have a polycarbonate glass with a tasting pour line and glass pour line.

#### Required from the Vendor

- Ability to supply a minimum of 4 and up to 6 varieties of beer, cider or wine.
- Supply bar staff required to staff the bar area (as your staff will know the beverages) - one must have a managers license.
- Set up the Bar marquee area and surrounding outdoors (if required) with all branding, collateral and service equipment.
- Breweries must provide the keg pour system.

#### Pricing:

**There is no stall fee** for a beverage vendor to take part in the event, and all beverage sales will be reimbursed at % of Vendor product \$ turnover (detailed below) after AWOP transaction fees. This turnover figure is based on actual AWOP figures of consumption at the event, with the breakdown provided to the vendor.

Festival Drink Pricing:  
Beer, Cider & Seltzer \$8.00 per 350ml

White Wine \$8.00, per 130ml  
Red Wine \$8.00, per 130ml  
Wine Taster \$2.50 per 35ml

Vendor Product Turnover \$0 - \$8,500 = 65% Festival / 35% Vendor split  
Vendor Product Turnover \$8,500 - \$12,500 = 50% Festival / 50% Vendor split  
Vendor Product Turnover \$12,500 - \$20,000 = 40% Festival / 60% Vendor split

All vendors must be available for both the festival day - 13th February and the Postponment Day 14th February



Wellington Wine & Food Festival  
Saturday 13<sup>th</sup> February

Secure your spot now, contact  
damien@wineandfoodfestival.co.nz  
or 027 291 9884