



NYC WFF

NEW YORK CITY WINE & FOOD FESTIVAL

PRESENTED BY



HOSTED BY



**GOD'S LOVE
WE DELIVER®**

EXCLUSIVE PROVIDER
OF WINE AND SPIRITS



EXHIBITOR OPPORTUNITIES

NYCWFF AT A GLANCE



15
YEARS

4
DAYS

80+
EVENTS

47,000
ATTENDEES

\$14,700,000
RAISED TO DATE TO SUPPORT
NEW YORKERS IN NEED



ABOUT NYCWFF

We are New York City's premier wine and food festival, providing the ultimate epicurean experience to support New Yorkers living with severe illness.

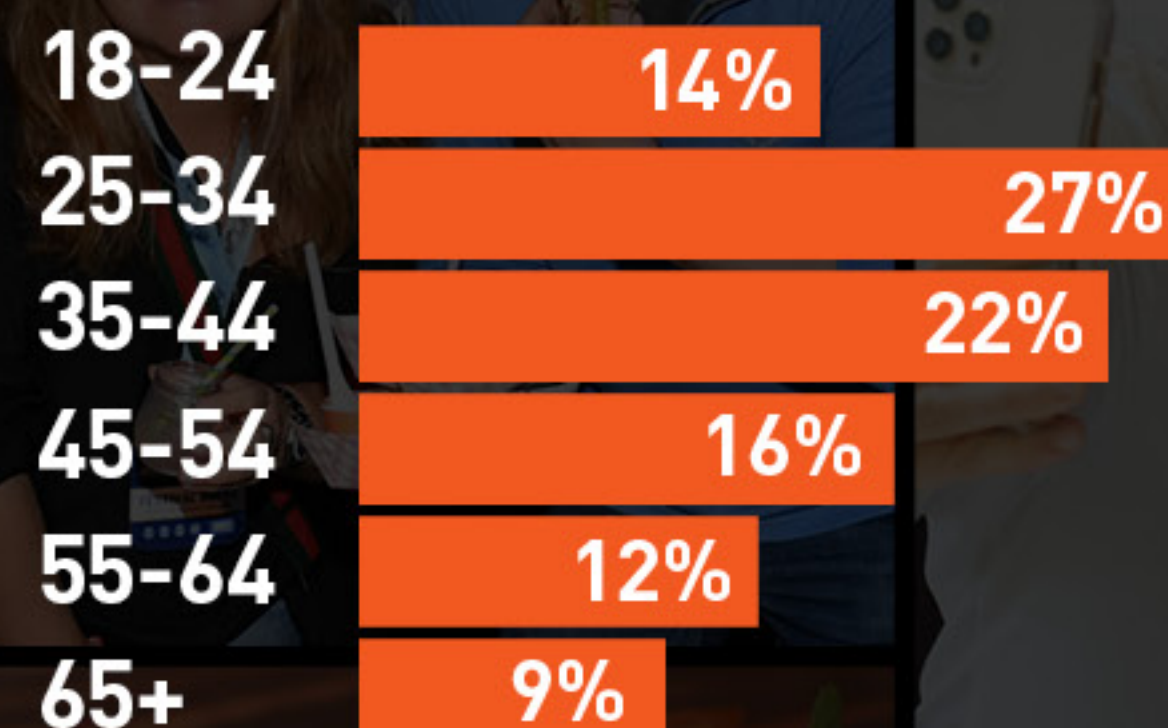
The annual Festival showcases the talents of the world's most renowned chefs, wine and spirit producers, culinary personalities, lifestyle experts and America's beloved television chefs while supporting the New York City metropolitan area's leading provider of medically tailored meals and nutrition counseling for people living with severe illness, **God's Love We Deliver**. New York City's largest wine and food festival, NYCWFF is widely recognized for its tasting events celebrating America's favorite foods, intimate dinners with the world's most celebrated chefs, hands-on classes, educational seminars, wine tastings and more.



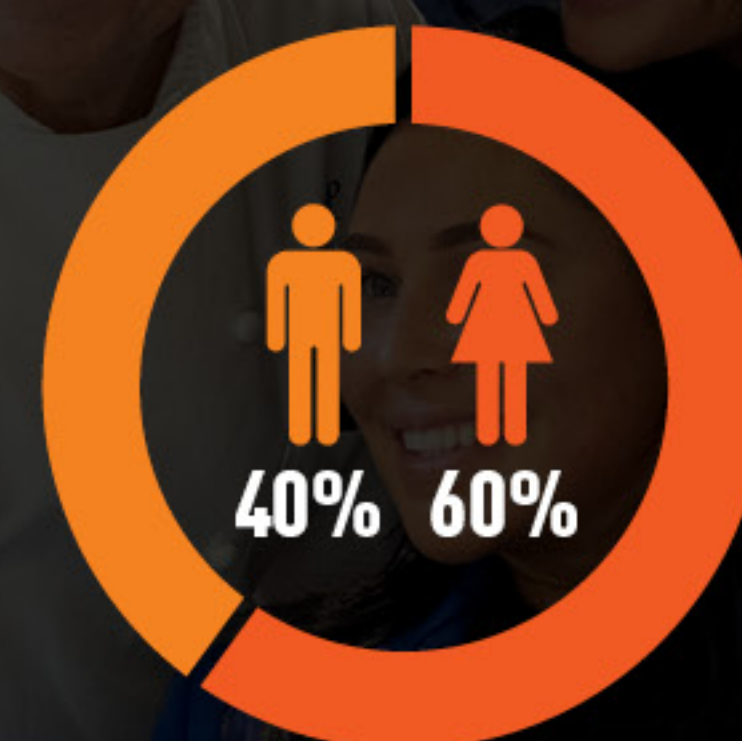
AUDIENCE

NYCWFF attendees are affluent foodies of all ages with a variety of interests.

AGE

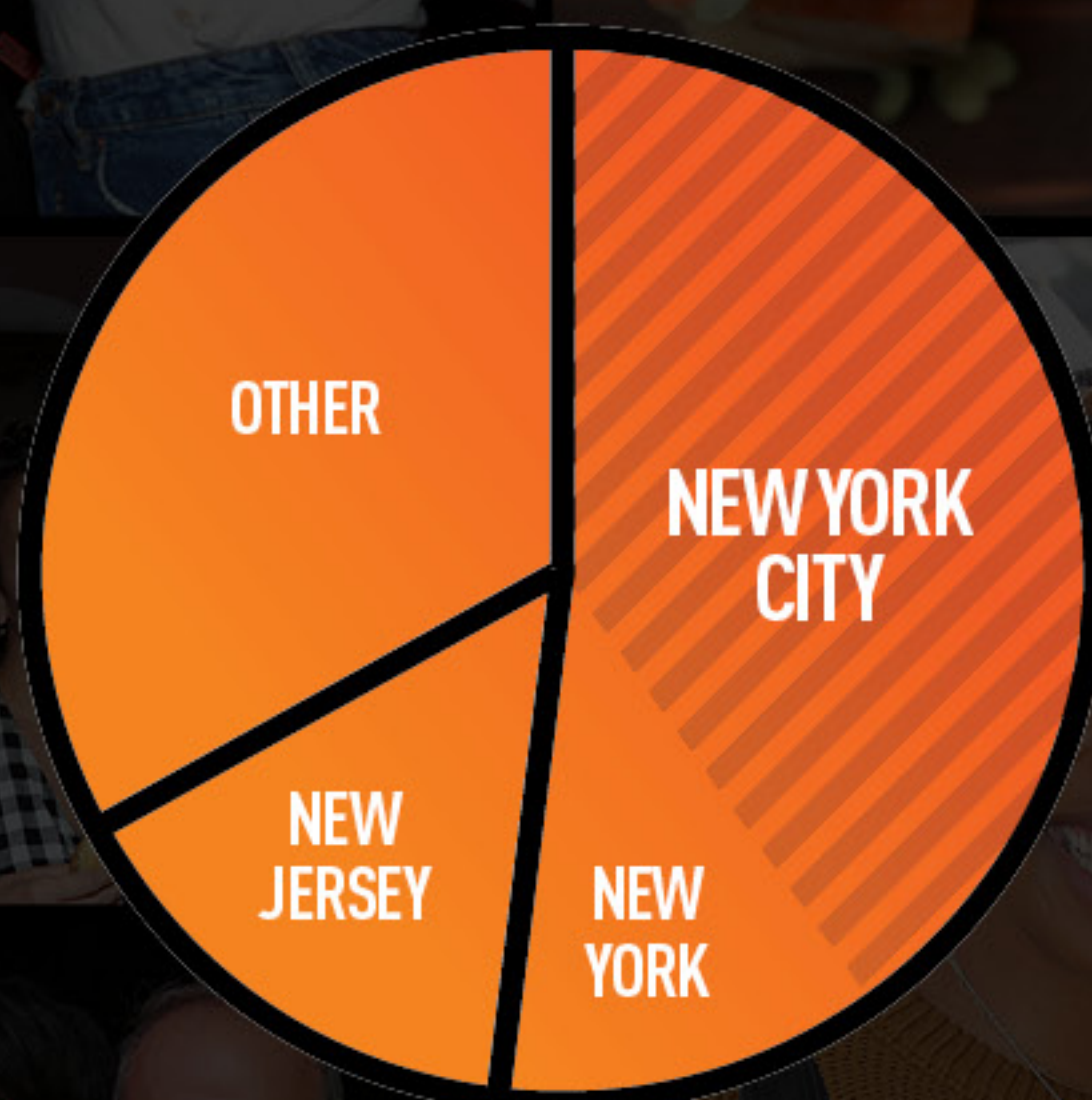


GENDER



DEMOGRAPHICS

New York *	52%
New Jersey	18%
Florida	5%
Connecticut	4%
Pennsylvania	3%
Virginia	3%
Other	15%



* of New York residents, 70% reside in NYC

INTERESTS

- Cooking
- Food & Wine
- Travel
- Sports
- Home Improvement
- Gardening
- Exercise
- Parenting
- Beauty & Wellness
- Theater, Media & Entertainment

INCOME

Nearly 35% of ticket buyers report an income of

\$125K+

Over 55%

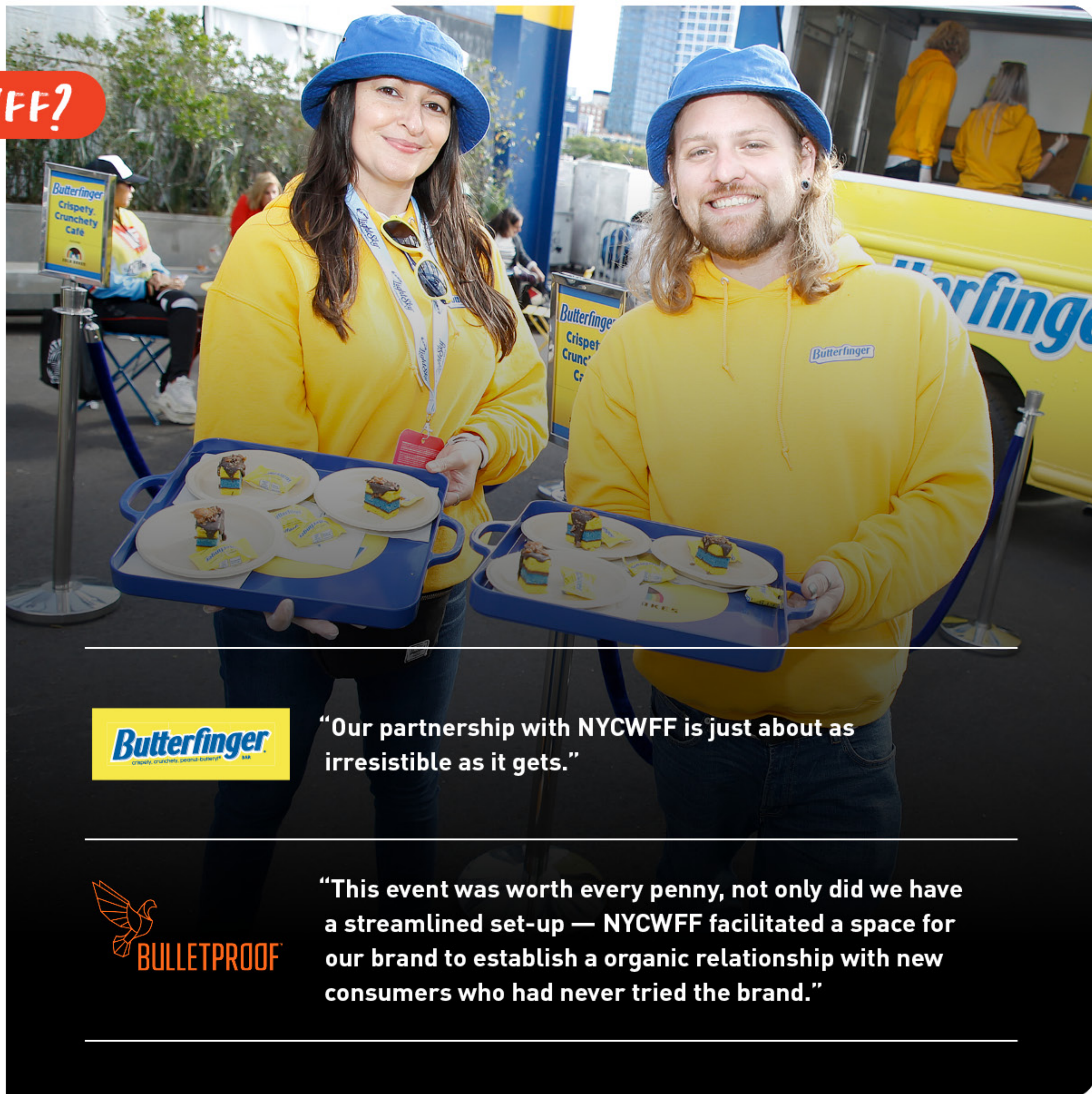
of NYCWFF ticket buyers are homeowners



WHY EXHIBIT AT NYCWFF?

- Exhibit and sample your product to a discerning audience of 15,000 foodies.
- Participate at events along with New York City's most celebrated chefs and finest restaurants, great wines, spirits and specialty foods.
- Logo inclusion on official NYCWFF website and a welcome on social media.*
- \$300 ticket credit towards the purchase of ticketed NYCWFF events.

* Marketing benefits will only be fulfilled once exhibitor fees are paid in full.



Butterfinger
crispet, crunchet, peanut butter

“Our partnership with NYCWFF is just about as irresistible as it gets.”



“This event was worth every penny, not only did we have a streamlined set-up — NYCWFF facilitated a space for our brand to establish a organic relationship with new consumers who had never tried the brand.”

SPOTLIGHT ON OUR EXHIBITORS



“Between the location and the adventurous foodie crowd, NYCWFF was the perfect event to debut our new snack product.”

POPADELICS



EXHIBITOR OPPORTUNITIES AND RATES

WHERE CAN YOU EXHIBIT AT NYCWFF?

Southern Glazer's Wine & Spirits Trade Day at Grand Tasting

*By-invitation-only event attended by industry professionals
and valued customers of Southern Glazer's Wine & Spirits*

Friday, October 13: 12:00pm – 5:00pm

Grand Tasting

Open to general ticketed consumers

Saturday, October 14: 12:00pm – 5:00pm

Sunday, October 15: 12:00pm – 5:00pm

LOCATION

Hudson River Park's Pier 76

408 12th Avenue, New York, NY 10018

ATTENDEES

15,000 total • 5,000 per day

RATES

BEFORE July 31, 2023: \$3,500

AFTER July 31, 2023: \$4,000

- *Full payment is due at time of registration if paying by credit card; payment by check is due within 30 days of registration.*
- *In case of cancellation, NO refunds will be granted for any reason.*
- *Three-day participation is required.*

EXHIBITOR GUIDELINES

GUIDELINES

- Participate all three days - Friday, Saturday and Sunday.
- Serve approximately 2,000 samples per day, 6,000 total. Samples should be easy to eat with a fork, spoon or fingers - no cutting required.
- All food must arrive ready to serve, cold/dry storage is available upon request.
- No propane or compression gas.
- No on-site sales or cash & carry activity.
- Temporary Food Establishment Permit and/or Food Handler Certificate may be required depending on what is served.

STATIONS

Festival will provide each exhibitor with:

- 6' x 30" front serving table and 6' x 18" back prep table.
- Basic linens, biodegradable serving ware, station and menu signage.
- One (1) standard 110v/20amp electrical outlet.

CREDENTIALS

- Each exhibitor will receive four (4) total working credentials.
- No person shall be granted access without a valid credential or ticket. This requirement is strictly enforced.

SHOWCASE YOUR BRAND

JOIN US OCTOBER 12-15, 2023

NYCWFF prides itself on working individually with all sponsors to create unique, custom partnerships.

FOR MORE INFORMATION ABOUT EXHIBITOR
OPPORTUNITIES, PLEASE CONTACT:

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LIEBHERR