

CHARLOTTE
WINE & FOOD
WEEKEND

We are excited to announce that plans are well underway for the 2010 Charlotte Wine and Food Weekend. The dates are set for **April 21-24, 2010** and we invite you to join us as a guest vintner. Together, your presence along with our corporate and individual sponsors, have raised over \$3.2 million since the Weekend's inception in 1989. This year, these funds are needed more than ever to create a brighter future for our children.

Our charity partners for the Charlotte Wine and Food Weekend Vintage 2010 benefit the vital needs of children in our community. The five charities together nurture the whole child, (body, mind and spirit) by focusing on such issues as education, child abuse and neglect, homelessness and hunger. The beneficiaries of the 2010 Charlotte Wine & Food Weekend are Children's Theatre of Charlotte, Council for Children's Rights, Johnson & Wales University, Second Harvest Food Bank of Metrolina, and W.I.S.H. Program (through Crisis Assistance Ministry).

Our goal is to provide as much visibility as possible for your vineyard and wines. Together, we will host thousands of wine enthusiasts at a variety of events that appeal to consumers ranging from neophytes to seasoned collectors. You will also receive exposure via our website, social media postings, and event catalogs. Additionally, we work with our local wholesalers to create a promotional campaign featuring the participating wineries. We have added a new event in support of our vintner guest, C³-Charlotte Cru Competition. We hope that you will participate.

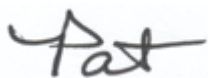
Please review the attached sheet detailing our request from your winery. We would like to have a response from you by November 15, 2009 to confirm our plans and allow other wineries to be included. Please contact us by email at info@charlottewineandfood.org, or call our offices, 704-338-9463 (WINE).

WHAT'S YOUR PASSION?

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It would be impossible for the CFWF to meet its fundraising goal without your generous support and we thank you for your time and consideration as do the thousands of children and parents whose lives will be positively impacted by your assistance. Please contact Miranda Wash at miranda@charlottewineandfood.org , or 704-338-9463 with any questions.

Sincerely yours,



G. Patrick Phillips
Chairman

Chuck Richards
Executive Committee

WHAT'S YOUR PASSION?

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VINTAGE 2010
WHAT'S YOUR PASSION?

There is no exhibitor /registration fee to participate in the Charlotte Wine & Food Weekend. The Charlotte Wine & Food Weekend is securing a block of rooms for our winery guests and can provide a reduced rate at our host hotel in Uptown Charlotte for your travel dates. Wineries opting to arrange their own accommodations should notify the Wine & Food Office of accommodations.

The Charlotte Wine & Food Weekend respectfully requests the following:
General Donation

1. One case of wine to be used at the discretion of the Charlotte Wine & Food Weekend. This wine is typically used to stock supplemental wine bars and at event receptions. We will furnish you with delivery information at a later date.
2. Auction donation for the Silent & Live Auction event on Saturday, April 24, 2010. The item and description should be supplied to the Wine & Food office by December 31, 2009 and shipped by January 31, 2010.
3. One signed large format bottle (3L or larger) to be used at the Big Bottles & Blues event on Friday, April 23, 2010.

Friday, April 23, 2010

Big Bottles & Blues

The winemaker/proprietor will need to attend and help with tasting. Additionally a representative from your distributor (if applicable) may attend to assist, as attendance is expected to exceed 500 guests. Attire for this event is casual (blue jeans). Below are the requirements for this event.

Requirements:

- Host station from 7:00-10:00pm and provide at least one case of each wine for sampling (with a minimum of 2 wines). The theme of the event is BIG BOTTLES – if large format bottles are available we would request you pour from them.
- Each winemaker will be provided a table with a sign, dump bucket and ice bin. You are more than welcome to bring any additional POS materials or table decorations. **Please plan to be set-up no later than 6:30 pm.**
- Wine selections may be delivered when you and/or your distributor arrive for the event. Any advance delivery must be arranged with the Wine & Food Weekend office.
- Auction item donation (see above under General Donation heading).

Saturday, April 24, 2010

Vintner Tasting

The winemaker/proprietor and distributor (if applicable) will participate at the Tasting from 11:00am-1:00pm. Attire for this event is casual and attendance is expected at over 500 guests. This event generally attracts novice wine consumers. Below are the requirements for this event.

Requirements:

- Host station from 11:00am-1:00pm and provide at least one case of wine for sampling. Because of the guest demographic, we recommend your entry level/core brands for this event.
- Each winemaker will be provided a table with a sign, dump bucket and ice bin. You are more than welcome to bring any additional POS materials or table decorations. **Please plan to be set-up no later than 10:00 am.**
- Wine selections may be delivered when you and/or your distributor arrive for the event. Any advance delivery must be arranged with the Wine & Food Weekend office.

Grand Gala & Live Auction

Each winemaker/proprietor is invited to attend this grand finale function as a guest of the Weekend. Each winemaker/proprietor receives two complimentary tickets for this event, valued at approximately \$300 per ticket. Reserved seating will be provided for the winemakers/proprietors during the auction.

The plans for this event have not been finalized, but we currently are planning a five-course dinner paired with wine from some of the participating wineries. If you would like to be considered as a featured wine, please contact the W&F office. We will require at least three cases of the dinner wine.

Below are the requirements for this event.

Requirements:

- Auction item donation (see above under General Donation heading).

CHARLOTTE WINE & FOOD WEEKEND

Confirmation Form

April 22-24, 2010

Vintner Attending _____

Winery: _____

Address: _____

Phone: _____

Fax: _____

Web Address: _____

E-mail Address: _____

_____ Yes, I will participate in the Charlotte Wine & Food Weekend
April 22-24, 2010.

_____ No, I will be unable to participate.

Please fax or mail back to confirm participation by November 16, 2009

Fax: 704.375.3663

1515 Mockingbird Lane, Suite 815 Charlotte, NC 28209

For more information, please contact:
Miranda Wash Event Coordinator 704.338.9463
miranda@charlottewineandfood.org

CHARLOTTE WINE & FOOD WEEKEND

Charlotte Wine & Food Weekend Vintner Donation Form

Please return ASAP!

Fax: 704.375.3663 or e-mail: info@charlottewineandfood.org

Big Bottles & Blues Donation:

Item description (*include name of wine(s), quantity, vintage year and condition*): _____

Value: _____

(Must be determined by donor)

Grand Gala & Live Auction Donation:

Item description (*include name of wine(s), quantity, vintage year and condition*): _____

Please note: if donating a gift certificate please indicate in the description.

Value: _____

(Must be determined by donor)

Items being shipped to Charlotte Wine & Food Weekend office: yes or no.

If no, name of local wholesaler where items will be shipped: _____

Thank you for your generosity!

