



International Wine Masters Presents



May 30 – June 1, 2014

Mohonk Mountain House

1000 Mountain Rest Rd | New Paltz, NY 12561

For more information or tickets call
International Wine Masters at

646.527.9500

or visit us at

www.internationalwinemasters.com

Wine and Food Seminars | International Wine
Competitions | Organic Wine Tasting | Celebrity
Chef Demonstration | Grand Tasting | Mixology
Demonstration | Red Carpet Cru Tasting | Gala
Wine Dinner | Slow Food Cuisine | Vintners Dinner
| VIP | Celebrities | Medals and Awards |

Silent and Live Auction beneficiaries:
The Culinary Institute of America Scholarship Fund
and The Cystic Fibrosis Foundation.

Please call Mohonk Mountain House
at **888.976.0785** to arrange your
overnight accommodations.

*All event tickets are handled through International Wine Masters.



Recent Awards include:

Top Honor – *Travel + Leisure Magazine's World's Best Awards*
#1 Resort Spa in the United States – *Condé Nast Traveler Magazine 2013*

Wine & Food Festival of New Paltz at Mohonk

Experience the Fairytale



New Paltz, NY

Preserves Huguenot Street, New Paltz: a National Historical Landmark, often referred to as “the oldest street in America.”

Deep in history, rich in education, welcoming diversity.

New trends, new ideas–New Paltz!



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Mohonk Mountain House

A Victorian castle built in 1869 on spectacular cliffs above the deep-blue waters of Lake Mohonk, this hotel in the heart of upstate New York's scenic Hudson Valley will be the home of our Festival.

Top Honors from Travel+Leisure magazine's World's Best Award

Voted #1 Resort Spa in Conde Traveler Magazine's



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Festival Overview

Friday May 30th, 2014

- Exhibitors' Registration
3:00 PM
- Wine Seminars
4:00 PM
- Welcome Cocktail Reception
5:30 PM
- Live & Silent Auction
6:00 PM

**All proceeds go to the Culinary Institute of America Scholarship Fund and the Cystic Fibrosis Foundation*

- Wine and Food Gala
7:30 PM

Saturday May 31st, 2014

- Grand Tasting
Trade & Press Hour
11:00 AM– 12:00 PM
- General Admission
12:00 PM– 5:00 PM
- Culinary Chef Demonstrations
- VIP & Celebrity Appearances
- Wine and Food Seminars
- Wine & Mixology Competition
- Organic and Slow Food Cuisine
- Red Carpet Cru Tasting
1:00 PM– 5:30 PM
- Lets Mingle!
Dinner & Entertainment 8:00 PM

Sunday June 1st, 2014

- Medal & Award Announcements
- Rising Stars/New Trends:
Country, Chef & Wine
- Farewell Breakfast
- Closing Ceremony

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Wine & Food Gala



The Wine and Food Gala will take place in the West Dining Room, which overlooks the mountains.

- **Anniversary, Selected Wineries and Specialty Food Producers**
 - **Participants must be a part of the Grand Tasting**
 - **Half and full participant tables upon availability**
 - **Each red wine will retail at \$60 or higher**
 - **Each white wine will retail at \$30 or higher**
 - **Maximum of 6 wines per full table**
 - **Maximum of 4 wines per half table**

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Grand Tasting

Main Event



The Grand Tasting will take place on Saturday, May 31st, 11:00AM– 5:00PM, in the Main Dining Room, which overlooks the mountains, and in the Lake Lounge, which overlooks the lake.

This event is open to the Public at noon, following an exclusive Press and Trade hour.

- **Participation fee per Wine & Food 8 ft table is \$1,500.**
- **Participation fee per Wine & Food 6 ft table is \$1,200.**
- **Maximum 6 different wines per table. Each wine must have a retail value of \$25 or higher.**
- **Price includes 1 participant per table, preferably an owner, winemaker or manager.**

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Red Carpet Cru Tasting



This event will take place on Saturday, May 31st, at 1:30-5:30, in the Parlor Room, which overlooks Mohonk Lake. This is a high-end connoisseur tasting, with live entertainment.

- **The purchase of this ticket also includes the Grand Tasting**
 - **Red wine retail value of at least \$60**
 - **White wine retail value of at least \$30**
 - **Participants by invitation**
 - **Open to press & consumers**

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Sponsorship Levels

Silver \$5,000

- 1 Room/ 2 days, 2 people & all meals
- 1 Booth
- Full access to all tasting events for 2 people
- VIP area access for 2 people
- Friday Seminar for 2 people (advance reservations required)
- Friday night Gala for 2 people
- 1 page advertisement in Festival program
- All media opportunities
- Company logo on website
- Company information on E-Blast
- Company logo on all mailing lists
- Company logo on promotional material

Gold \$10,000

- 2 Rooms/ 2 days, 4 people & all meals
- 2 Booths or Sections
- Full access to all tasting events for 4 people
- A round of golf for 4 people
- VIP area access for 4 people
- Friday or Saturday Seminar for 4 people (advance reservations required)
- Friday night Gala for 4 people
- 2-page advertisement in Festival program
- All media opportunities
- 1 Seminar sponsorship or culinary demonstration
- Company logo on website
- Company information on E-Blast
- Company logo on all mailing lists
- Company logo on promotional material

Platinum \$30,000

- 4 Rooms/ 2 days, 8 people, & all meals
- 4 Booths or Sections
- Full access to all tasting events for 8 people
- A round of golf for 8 people
- VIP area access for 8 people or Private VIP room
- Friday or Saturday Seminar for 8 people (advance reservations required)
- Friday night Gala for 8 people
- Company-authored feature article
- Front cover recognition in program
- 2-page advertisement in Festival program
- All media opportunities
- 2 Seminar sponsorships or culinary demonstrations
- Company logo on website
- Company information on E-Blast
- Company logo on all mailing lists
- Company logo on promotional material
- Opportunities for signage & branding for collectable items

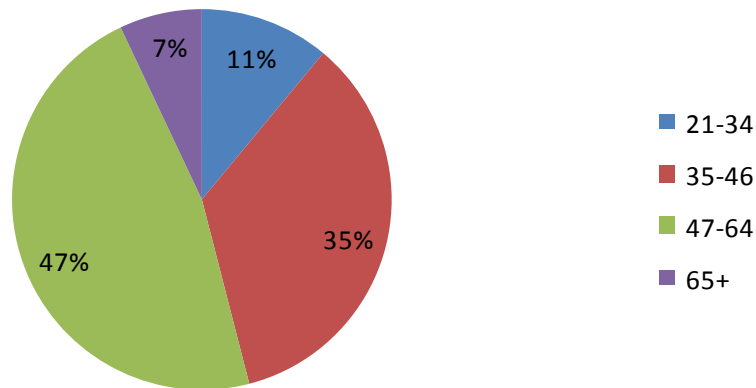
* Limited Space

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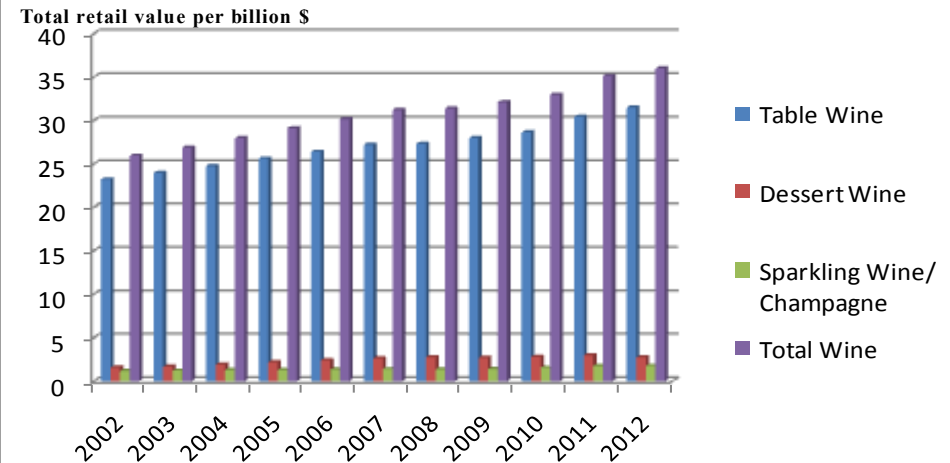
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Consumer and Retail Analysis

AVERAGE U.S. WINE CONSUMER, BY AGE



WINE SALES IN THE U.S. – 2002 TO 2012



Our potential consumers are between 35 and 64 years old, the group spends more on wine than any other age group.

New York State is the largest market in the United States for international wines and the second largest in the United States for all wines.

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Marketing

- TV & Radio
- Newspapers & Magazines
- Direct Mail
- National & International Shows
- Retailers & Restaurants
- Digital Media
- Chambers of Commerce & Tourist Bureaus
- Mohonk Mountain House Advertising

Festival marketing will reach over 1 million consumers and trade members

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Social Media

Facebook



Twitter



LinkedIn



Pinterest



Youtube



Wine & Food Festival of New Paltz at Mohonk

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- **Celebrity and Rising Stars**
- **Wine & Food Seminars**
 - **Slow Food Cuisine**
 - **Organic Food Cuisine**
 - **Chef Demonstration**
 - **Mixology Demonstration**
- **Competitions with Medals & Awards**
- **Auction Benefits for Scholarships & Charity**

All proceeds to benefit the Cystic Fibrosis Foundation and the Culinary Institute of America Scholarship Fund.

Special Promotional Package:

Includes two nights at Mohonk, Gala Presentation, Grand Tasting Table, Red Carpet Cru Tasting and Presentation at the Seminars or Chef Demonstrations

Price per person \$2,800; two people in the same room \$3,200