

D'Vine Meeting

15th January 2025

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## Summary Of Event Scaffolding

### Aims

- A greater concentration of unique offerings at less venues to create a festival vibe.
- A multitude of offerings is good but they must be well priced and some free to roam events (encouraging product spend)

Events must have a minimum of two of the following components, three is encouraged!

- Beverages
  - Food
  - Entertainment
  - Hands on activities
  - Collaboration with another AH member
  - Third party stalls, pop ups or presence
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## Minutes

### Attendees

Peter Lucas - PDs  
Aaron Mercer - Mercer Wines  
Jackie - Jac & Jones  
Lisa - Soiree Catering  
Danielle - Mc Caffreys  
Mel + Steve - Elliotts  
Simon + Pup - Wombat Crossing  
Adam - Latitude 32  
Nadine - Theleme Wines  
Eamon - Four Pines  
Phil Hele - Four Pines  
Vince + Jenny - Our Italian Table

1. Summary of Event Scaffold - Aimee
2. Friday Night Opening event - general discussion
3. Each Participant presenting their ideal event for the weekend

2. Phil mentioned his Faulty towers event and if that has potential to be the opening night. It would be 150 people. This was discussed in a general manner. It was agreed that the focus of the opening night needs to be Hunter Valley focused and that sponsors and media who support the event should be invited.

Leonie pointed out that a similar style event hadn't worked for the first release wine week. Rachel answered that she thought this was a famil rather than an opening night and that it could have been that. But Rachel couldn't answer why that previous event hadn't worked because she wasn't a part of organising it. We need to look into this a little further.

Aimee asked if the attendees thought that the winemakers getting together and presenting their product was a valuable idea. The two winemakers present agreed that it was. Some extra details to iron out here. How many, will we have one long table or individual set ups, can we do some fun interactive things like auction off a day with a winemaker for example.

3.

|                   |   |
|-------------------|---|
| Elliotts          | Bfast event + coffee demo   |
| Mercer Wines      | Free event, kid friendly, food and entertainment  |
| Peter Draytons    | Unsure, could do a breakfast event with bloody marys, samosas or burritos. A gin/cocktail demo + live music. Will be family friendly. |
| Our Italian Table | 12 -7 festival with cooking demos all day, up to 6 winery pop ups, food, live music   |
| Theleme Wines     | Degeo dinner satyrday 6pm-8pm, French themed  |
| Latitude 32       | Unsure  |
| Wombat Crossing   | Pop up at Our Italian Festival  |
| Hunter Wine Lab   | Winery tours, Spring prosecco sorbet, entertainment   |
| McCaffreys        | Same vibes as last year, Hunter belle cheese pop up, Sri Lanken food offering, family friendly, games, face painting, live music      |
| Soiree Catering   | Possible long lunch on the sunday + teaming up with Theleme Wines   |
| Jac + Jones       | If location is ready - Sourdough demos +  |

|            |   |
|------------|---|
|            | open to anything                          |
| Four Pines | Beer paddle offer for all dVine attendees |

#### Actions

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| Feedback from First Release Wine Week      | Almee + Rachel + Leonie                        |
| Transport list to target for package deals | Mel  |
| Local Producers list                       | Mel + a helper - Nadine?                       |
| Possible Merchandise ( a hat at least)     | Aimee + Rachel                                 |
| Registration form to be ready              | Rachel - 25th Feb                              |
| Participation Fee                          | Needs to be decided by AH committee - 21st Jan |