

# Opening Night Planning

We've met with Wine Selector Magazine and we're excited about the possibility of having Paul or another Wine Selector personality curate the opening night, injecting it with local knowledge, fun and keeping it thoroughly wine related.

To progress talks and planning, we need to firm up information for Paul and crew, so please read on and help us get this together.

## Format

We'd like to keep the evening canape style so that we can fit more people and encourage mingling. There will be live music and canape style food and drink served throughout the evening. We also envisage wine brands having popups, possibly teamed up with the specific caterer for the course either inside or on the lawn depending on the weather and available lighting.

The location is The Beltree in the large new shed and using the lawn out front. As we are using the space for free, we may ask for volunteers to help set up and prepare for the night.

Guests are to purchase a ticket (prices to be set once we have catering quotes) which covers entry and all canapes and wine. People may also receive tickets for tastings, depending on the feedback with winemakers and taking RSA into consideration. If you'd like to be involved in this discussion, please attend the March planning meeting.

AHA will cover costs for media & sponsors to attend. All showcased brands will have the opportunity to encourage visitation to their events, join ups to their clubs and advertise special offers. They can provide order forms so long as the transaction occurs back at their place of business to comply with RSA.

### **Cost to producers/winemakers**

If you're already involved in the D'Vine Festival, it won't cost you any more to have a pop-up and be a part of the opening night. If you haven't registered for any other events, you can fill out a collaborator participation form with the reduced rate of \$100. Tables will be available, or you're welcome to bring wine barrels, gazebo etc. Cloths, glasses and a way of keeping your wine chilled will need to be provided. (Further discussions on this to happen in the March planning meeting, please attend with your feedback and previous experiences.)

# Theme

To select suitable wines and topics to tie the evening together and take guests on a journey, we need to start with a theme. Once the theme is decided, then we can set some wine games/activities based around the theme. We can also tap into the theme to set the physical environment too.

## **Parishes**

Some ideas have included looking at the concept of Parishes and homing in on what sets Hermitage apart from the rest of wine country. This could be looking at agricultural conditions, social and historical aspects, activities available – whatever makes us unique.

## **Hermitage Journey**

Another theme could be traditional contrasted to new. We have original families and some brand-new fresh personalities mixed into Hermitage Road. We could build the narrative about how the industry has changed and share stories of what inspired the beginnings and what attracts producers now. That would give us the opportunity to showcase some traditional style wines and some new varieties.

## **Wine Women**

We could also have focus on how women in the wine industry are becoming more common now and involve some of their stories.

We're including some questions at the end of this document that we'd like you all to answer to help us direct the theme and the food and wine choices.

## **Possible Timing (very rough overview). Not all mentioned vendors are locked in at this point.**

*Either small pours or guests choose one wine from each dual selection.*

*We're currently talking with Soiree Catering, Elliots, Yellow Billy and Hunter Belle Cheese about the possibility of them catering.*

5:45 wine pop ups to be ready for chats and tastings

6:00 – 6:30 Aromatics + Sparkling x 2 varieties & canapes from 1 AHA caterer

6:30 – 7:00 Wines x 2 matched to second canape course (second AHA Caterer)

7:00 – 7:30 Formalities (wine games/interviews with winemakers/not sure yet)

7:30 - 8:30 4 x wines matched with 2 types of slow cooked or spit roasted meats (canape style still) (3<sup>rd</sup> AHA caterer)

8:30 9:00 2 x wines matched to Cheese course (Hunter Belle?)

This matched program enables us to serve one wine each from 10 different producers, thus sharing the showcasing and the cost.

## Questions

### **Wine makers and growers**

1. What do you think is unique about the Hermitage area?
2. What drew you to winemaking/growing?
3. Would you like to be a part of the Opening Night?
4. Which themes would you like to see showcased? (Feel free to add your own ideas here)
5. Are you happy to commit to this event?
6. Would you like to provide a wine course for the opening night?
7. Which wine would you like to provide? Please list 3, starting with your first preference.

Once we have the menu for the evening we can start to match appropriate wines from you, the producer. We will give out the parameters of which particular style we are after and you can put forward a couple of wines for review. We will be looking at 2 wines for each course and giving everyone who is taking part a match. We think that the easiest way is for your chosen wine to be a donation toward the event at a dozen bottles which should cover 120 people at a 75ml pour.