

SINGAPORE
AIRLINES



PRESENTS

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WINETOPIA

A close-up photograph of a hand pouring champagne from a bottle into a flute glass. The glass has a small logo on it that says 'SINGAPORE AIRLINES WINETOPIA'. The background is blurred with warm, bokeh lights.

Winetopia 2022 FAQ



Winetopia FAQ

How many attendees will be at Winetopia Auckland?

We anticipate a minimum audience of 4,000 over two days

I am a food producer, can I exhibit at Winetopia?

Yes, sampling and sales of packaged food products is an established part of the event. All relevant assets (refrigeration, cookware etc.) can be sourced locally by our team (costs apply). There are strict gas limits at venue, so if you require gas cooking you will need to liaise directly with us. Additionally, food safety is a top priority and you will be provided with the Auckland City Council Food Safety questionnaire to assist you in preparing to exhibit.

How many food samples can I expect to make?

We expect a food producer to make around 1,000 samples over the course of the event, with a percentage of these samples resulting in retail sales.

Historically, food partners have not charged for samples at this event, however should you wish to create and sell a dish, this can be done via cash/Eftpos. Eftpos terminals can be arranged on your behalf by the Winetopia team.

What are the wine serving sizes?

All wine samples at Winetopia are 30ml or 60ml only.

What wine should I showcase?

Winetopia is a high-end event experience, and while most of our visitors frequent supermarkets, they come to our events looking to explore higher tiers of wine. These are the wines that perform best.

How much wine should I bring to the event?

For sampling, we recommend a total of 36 bottles across all varieties being showcased. We also recommend that four to six varieties be shown.

What glassware is used at Winetopia?

All Winetopia visitors receive a branded Spiegelau wine glass on arrival, with 30ml and 60ml pour lines marked.

Do I need an Australian RSA/Duty Manager to serve alcohol at Winetopia?

Yes. By New Zealand law all alcohol exhibitors are required to have either a valid Australian RSA or NZ Duty Managers Certificate holder on their stand.





Winetopia FAQ

Can I retail alcohol/food products at Winetopia?

- If you wish to retail alcohol direct to visitors on the day, you will be required by NZ law to hold a special event liquor license to do so. This will cost an additional \$180+GST, and the Winetopia operational team will handle the organizing of this license on your behalf. Alternatively, you may take orders on site for later processing and delivery.
- Winetopia can help facilitate NZ delivery from our premises after the event for any orders of shelf-stable products placed, charging 15% commission.
- Food products can be retailed onsite for cash/Eftpos. We can arrange an Eftpos terminal and temporary bank merchant facility for you (approx. \$145 + GST).

Spirits, Beer and Non-Alcoholic Brands at Winetopia

- A very limited number of non-wine alcohol brands are able to showcase.
- Spirit pour sizes are limited to 10ml, which can be mixed with non-alcoholics to a total pour size of 60ml. Beer is limited to 60ml pours.
- Non-alcoholic drinks can be sampled in a similar manner to wine and other alcoholic brands. Non-alcoholics are also the only beverage product onsite able to offer a full serve. These must be decanted into compostable vessels, that can be sourced for you by the Winetopia team.

Wine and alcohol Tasting at Winetopia

- Winetopia is a tasting event designed to introduce high quality wine, food and associated drink brands to an astute audience.
- All partners of the event are required to adhere to our Alcohol Management Plan which will be provided. Pouring outside of noted pour sizes is a breach of the events Liquor License conditions and constitutes grounds for significant fines for both the event organizers and the exhibitor in question.

Additional detail

- All partners of Winetopia will receive full operational detail at the point of signing on to join the event. This includes an Operational Manual, Alcohol Management Plan, access to the Winetopia Online Exhibitor Portal and inclusion in all relevant event communications. The Winetopia team will be at your disposal in the run into the event for any assistance you might require.





Winetopia Tasting Tokens

- At Winetopia all wine and alcohol beverage tastes are paid for using our token system.
- All visitors to the event will receive 5 Tasting Tokens as part of their ticket. More Tasting Tokens are available for purchase onsite for \$2 each.
- Tasting Tokens are the **only** way visitors can purchase a taste of wine or other alcohol at Winetopia. Non-Alcoholic brands may offer free samples if they desire.
- Post event, NZD \$1.15 will be redeemed to each winery per token returned. This means that for a wine charged at 1 token per 30ml taste, this bottle will return a rate of \$25+GST.
- While many wines will be available to taste at this price, Winetopia showcases a large number of higher tier wines. For a pricier variety charged at 2 tokens for a 30ml sample, the bottle will return a value of \$50+GST.

Winetopia Golden Coins

- Winetopia Golden Coins are designed specifically for promoting and celebrating prestigious wines retailing at \$100NZD and over, with a review rating of 96+ from a reputable source.
- If you would like to know more, our Winetopia Partnerships team will be happy to discuss this further with you.
- Please note, this internal promotion is a small part of the overall event experience and while a wonderful addition, most of partner wineries do not carry a wine in this category.





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Over half of all visitors find a new favourite wine each year at Winetopia.

This year, make it yours.

09 377 9224

sales@lemongrassproductions.co.nz

For a full list of our partner wineries in 2022, go to www.winetopia.co.nz

Wellington, TSB Arena | 1 - 2 July

Christchurch, Te Pae | 26 - 27 August

Auckland, Shed 10 | 28 - 29 October

