

Beaujolais Nouveau Day in Beaujolais. La Battalla de Vino in Rioja. Oktoberfest in Munich. Many of the world's most famous regions for food and drink have fortified their reputation with an exciting annual ritual. Sadly, Virginia has nothing of the sort.

But that's changing. And we need your help.



# HARVEST PARTY

## VIRGINIA'S HOME-GROWN HOLIDAY

Harvest Party is a day for the Commonwealth to come together to toast the richness of our region. Where people in the city, the country and on the shore gather in restaurants, vineyards, private homes and open fields for a feast of Virginia-grown food and wine.

### WHY?

Because today's traditions have too many rules and no local color. We deserve a day to reclaim our relationship with the land and celebrate what makes us, us.

### WHEN

# SATURDAY OCTOBER 19

With the potential for mini-events the week leading up to it.

## HOW TO HARVEST PARTY

On Saturday, October 19, host a Harvest Party at your restaurant. The size, scale and level of sophistication are entirely up to you.

Below are a few suggested formats. Pick one or more, or mix and match elements from each – Harvest Party is what you make it. Just please keep it festive and relatively casual – no formal, white tablecloth wine dinners.

### Harvest Party Feast

Host a Harvest Party feast of local food and wine. You may also consider inviting a winery or two to co-host. See the Harvest Party Menu Guide for inspiration and consider the following suggestions.

**Keep it informal** – Harvest Party should feel more like a communal feast than a stuffy wine dinner; consider serving the food family-style rather than plated courses.

**Flat fee** – Amplify the festive, informal atmosphere by charging a flat fee to include dinner and wine in the cost of the ticket.

**Special guests** – Invite a farmer or winemaker who can speak to what's on the table and what it took to get it there, and/or a local influencer to share the event via social media.

**Make it festive** – Feature live music from local artists, and/or stream one of our Harvest Party playlists.

### Harvest Party Prix Fixe

Instead of hosting one, ticketed event, restaurants could offer an optional Harvest Party prix fixe menu on and/or during the week leading up to October 19. Pair each course with a different Virginia wine or offer a single bottle to complement the menu overall. A printed menu card could highlight the wine(s) and local ingredients used in the dishes, along with a brief explanation of what Harvest Party is all about.

### Food and Wine Specials

If you need to keep things simple, consider incorporating individual food and drink specials throughout Harvest Party week. Create a dish or dishes that capture the Harvest Party spirit, and pair them with a Virginia Wine. Or, offer a Harvest Party flight of Virginia wines paired with local meats, cheeses or a specialty snack.

## HARVEST PARTY MENU GUIDE



### Source local

The purpose of Harvest Party is to celebrate Virginia agriculture in all its forms. Ingredients should be sourced as locally as possible.



### Celebrate Virginia

Dishes with a Virginia bend are encouraged as well. If you're in need of inspiration, visit our website for Virginia-centric dishes.



### Make it your own

Ours is a diverse and always-evolving region – show us what Virginia means to you. Filter traditional dishes through your culinary creativity.



### Share the story

Harvest Party is a tradition we're building together. Share your dishes, perfect pairings and personal stories on Instagram using the **#HarvestPartyVA** and **#VAWine** hashtags.

## HARVEST PARTY PAIRINGS

There's room for wine of all kinds on the Harvest Party table, but it's a particularly good opportunity to feature your more approachable, ready-to-drink options. You may even consider having staff walking those featured wines around, to fill guests' glasses at the ready.

## SCHWAG AND SUPPORT

The Virginia Wine Board Marketing Office can provide some Harvest Party-branded schwag to help amplify your festivities. Contact our office at [information@virginiawine.org](mailto:information@virginiawine.org) or (804)-344-8200 to learn more.