

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

As a curator of local taste, retailers like you can play a crucial role in shaping what Harvest Party will become. Below are a few suggested ways that you can encourage your customers to celebrate Harvest Party.

In-Store Tastings

Host in-store tastings of Virginia wines in the weeks leading up to Harvest Party. Educate the customer not only on the wines themselves, but on the meaning of Harvest Party and how they can celebrate it too, suggest and/or offer food pairings, as appropriate.

Harvest Party Gift Baskets

Curate a Harvest Party gift basket to be sold in store and/or encourage customers to create their own. Baskets should include Virginia wine paired with local foods, wine accessories and Harvest Party handouts (see the Schwag and Support section).

In-Store Display

Catch the customers' attention with an in-store display. Feature your favorite bottles of Virginia wine along with the Harvest Party gift basket and/or other food and wine items. POS materials are available for your use (see the Schwag and Support section).

Harvest Party Event

Go all-in on celebrating Harvest Party by hosting one in your store. Offer in-store tastings of Virginia wines, along with Harvest Party-themed snacks prepared in-house or through an outside caterer or food truck. You can also choose to make the event an invite-only private party or sell a set number of tickets to the public. 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.

Flat fee – If you choose to make this a private event for which tickets are sold, we recommend charging a flat fee (at least for the food, if not for both food and wine).

Communal cooking – If possible, stir up excitement with a large-scale dish (think: spit-roasted lamb, whole-hog BBQ, clam bake, paella, etc.).

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

HARVEST PARTY MENU GUIDE



Source local

The purpose of Harvest Party is to celebrate Virginia agriculture in all its forms. Ingredients and other food items 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 epic spreads, gifts baskets, 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 or (804)-344-8200 to learn more.