

# 2011 Art & Wine Fusion - Participating Winery Application and Guidelines

Saturday, July 16 – Tasting hours: 3:00pm-10:00 pm

Winery Registration Fee \$60.00

(To participate in the event this Application and Fees MUST BE received by June 10<sup>th</sup>)

Wineries will be contacted with their pouring location by July 10th

*This form is computer-ready. Simply tab to move between input fields, then print and sign.*

Winery Name:

Contact phone number:

Address:

Wines provided for tastings:

Responsible person/pourer:

Winery Representative:

Email: Submit confirmation that White Salmon Arts Council is included as an “Additional Insured” on your Event insurance.

## Winery Guidelines

Wine tastings have been integral to the event since its inception and we greatly appreciate your participation. Last year the Art & Wine Fusion event was attended by over 1200 guests (~700 tasting) and we expect many more this year. This year our event will host large Tents on the main street holding up to 11 wineries. This will give more exposure and opportunities for sales. The following explains how the wine tasting part of the event will work:

By WA state law, wineries must submit a **preliminary** wholesale invoice detailing the price and number of bottles brought to the event. **Preliminary Invoices must be turned in to WSAC before the event begins.**

### • Wine Sales

White Salmon Arts Council (WSAC) must handle all money exchanges for sales transactions as required by the WA State Special Occasion Liquor Licenses laws. The Arts Council will sell wine packages/tickets (glass and five \$1 tasting tickets) and at additional \$1 tickets at the Art Council sales tables located at the entrance to tent sites.

- Wineries will determine the number of tasting tickets pourers should collect for either a 1-oz ‘taste’ or a 5-oz ‘glass’ of any wine, depending on the cost the winery expects to recoup. Wineries will be paid 50¢ for every tasting ticket collected.

*Example for a standard 750 milliliter (25.4 oz) bottle of wine which equates to 25 1-oz tastes or five 5-oz glasses.*

- For a winery to recover a \$10.00 wholesale cost for a bottle of wine they should collect one ticket for each 1-oz taste or five tickets for each 5-oz glass. The winery will then receive \$12.50 from WSAC (25 @ 50¢ = \$12.50).
- For a winery to recover a \$20.00 wholesale cost for a bottle of wine they should collect two tickets for each 1-oz taste or ten tickets for each 5-oz glass. The winery will then receive \$24.00 from WSAC (48 @ 50¢ = \$24.00)

For guests desiring to purchase full unopened bottles, wineries/pourers will give the guest a retail invoice that must be taken to an Art Council sales table to be paid and validated. The guest will return to the winery location and the pourer will collect the validated receipt then provide the guest with wine purchased.

Wineries will receive 90% of the payment for un-opened bottle sales based on validated unopened bottle invoices and tasting tickets turned in after the event. Wineries must submit **all collected tasting tickets** and a **revised final invoice** with a total for validated bottle sales. Payment will be issued within four days after the event. Payment is based on the final revised invoice and ticket sales **NOT the preliminary invoice** submitted before the event.

### • We strongly encourage pours of 1-oz for a taste and 5-oz for a glass because:

The focus is on tasting, NOT intoxication. Wineries and pourers are legally responsible for contributing to public intoxication. A 1-oz taste should be adequate for the guest to sample the wine. If the guests like the wine, they can then buy a glass or a full unopened bottle.

- Smaller pours cost less (fewer tickets) for the guests. Smaller cost and quantity encourages guests to try more wines.
- Previously, some wineries have poured overly generous tastes, leading guests to complain about the smaller pours of others. We expect and require all wineries to be fair and courteous to each other’s presentations.

- Note: in the past some wineries have donated their wine pour revenues to the Arts Council. This is encouraged as it helps our non-profit organization, but it is not required.

### **Other important information:**

Downtown Jewett Blvd. will be closed to through traffic from 2pm to 11 pm, with unloading/loading during the 2pm-3pm set-up and 10:00-11:00pm take-down periods! You must be fully set up and ready to go by 3pm. Please begin winding down tastings at 9:30pm so the street is relatively clear of guests for the start of breakdown at 10:00pm. Each winery will be notified several days in advance of their assigned set up/ pour location. Harvest Market will feature all wines served at this year's Art & Wine Fusion. Contact Kevin at (509) 493-9494 for details.

- Our sales volunteers will check ages and attach Tyvek wristbands to help guard against underage drinkers, but pourers still have a legal responsibility to verify the presence of the Tyvek wristbands and not pour for underage or inebriated guests. The WA Liquor Control Board will likely have officers monitoring the event to check for four primary offenses a pourer may be cited for:

**Public intoxication** - It is the pourers' responsibility to NOT serve anyone who is overly intoxicated. We've never had a problem with this issue, but your vigilance is required. If you run into any problems there will be White Salmon police, shop personnel and/or event personnel in the general area you can contact for help.

**Underage drinkers** - Our wristband system will help to identify legal drinkers, but it is still the pourer's responsibility to be vigilant and check IDs if they suspect someone is underage.

**Alcohol in "public" areas** - WA State does not allow people to carry open alcohol containers in unrestricted public areas (sidewalks, streets), so any alcohol must be consumed on the premises where poured. We will have "No Open Containers of Alcohol Beyond This Point" signs posted at exits and will attempt to monitor departing guests. Pourers are also responsible for advising guests that they must comply with this WA State law. Pourers cannot forcibly prevent guests from leaving the premises, but there must be a good faith effort to inform.

**Missing Special Occasion Liquor License** - A Special Occasion Liquor License will be posted in each area where wine tasting are occurring. Be prepared to point it out to LCB officers.

**Business and winery staff may NOT consume alcohol on the business premises where they are working.**

I have read these guidelines and agree to comply with them,

Signature \_\_\_\_\_ Date \_\_\_\_\_

Please read, complete and sign this form, then send it along with your fees to:

White Salmon Art Council PO Box 2221 White Salmon, WA 98672

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If you have further questions you may contact:

Doug Ellenberger ([dougellensberg@hotmail.com](mailto:dougellensberg@hotmail.com), 503-975-6382) or

Christine ([Christine@everybodysbrewing.com](mailto:Christine@everybodysbrewing.com) 503-381-4308). Or visit [www.whitesalmonevents.com](http://www.whitesalmonevents.com)