

2024 Drink Victorian Industry Tasting

What is the industry tasting?

The Drink Victorian Tasting is a large-scale event designed to increase the number of Victorian alcoholic and non-alcoholic drinks offered in hospitality and retail venues.

The event provides an opportunity for 250 Victorian producers to showcase their products to engaged industry professionals, from head buyers to hospitality staff just starting their career in the industry. In 2023 we welcomed 700 attendees to the Tasting, and in 2024 we have a target of 1,000.

Event snap-shot

Date and time:	Monday 6 May, 12.30pm to 5.30pm*
Venue:	Marvel Stadium, Docklands 3008
Attendees:	Up to 1,000 hospitality trade
Cost to participate:	Free
Cost to attend:	Free (attendees must register ahead of the event)
Included:	Drinks tasting, workshops, catering
Parking:	On-site parking. Book ahead for a \$15 flat rate
Participants' manual:	Sent out to producers two weeks before the event

*We're working with the venue to start the tasting earlier – around 11am – to allow head buyers to have exclusive access to producers prior to the official opening.

What to expect on the day

PRODUCER ATTENDANCE

All producers must attend and pour on the day – one representative per producer.

STOCK

Up to four products per producer. Producer representatives need to manage their own stock on the day (advance delivery is not an option) and cover all costs of goods.

PROVISIONS

Ice, glassware, ice tubs, punch bowls will be provided; a full list will follow in the participant manual. Signage is provided. Please bring your own trolley to move stock from your vehicle to the site.

STANDS AND MARKETING MATERIAL / DÉCOR

One stand between two producers at an 1.8m trestle. Tabletop marketing material is welcome. Any décor/marketing material bigger than tabletop, including pop-up banners, is not allowed.

Who can participate?

Victorian alcoholic drinks producers from categories, including but not limited to wine, beer, cider, spirits, bottled pre-mixed drinks. Non-alcoholic and low alcohol drinks defined by being independently owned and positioned as either low-alcohol or alcohol alternatives with a maximum 1.5% alcohol by volume.

How to submit your expression of interest

- 1 Submit your expression of interest by completing a short Survey Monkey questionnaire by COB Wednesday 14 February.
- 2 Please confirm that all details including spelling, punctuation and so on is correct – the data submitted will be used for signage and copy.
- 3 Make sure you click the DONE button at the bottom of the survey.



https://www.surveymonkey.com/r/2024_Drink_Victorian_Industry_Tasting_EOI

Successful producers will be notified of their inclusion in the Tasting via email by early March.

Detailed next steps including a suite of digital assets for promotion of the tastings will be supplied to producers who are participating in the tasting.

It is a condition of participation that all producers promote their participation in the tasting to their current customer database and complete a post event survey including details on sales data.

Producer selection process

The Drink Victorian Tasting program will reflect a balanced representation of Victoria's drinks offering. Producers are requested to submit their expression of interest and final selection of producers from each category will be made by a panel of representatives from the Drink Victorian Project Control Board and industry representatives.

All producers submitting an EOI must have product available to fulfill orders in May and have the capacity to service ongoing sales to the hospitality and retail industry.

Region, product variety, price point, size of producer, emerging versus established businesses, and domestic and export capabilities will all be taken into consideration when the EOIs are reviewed.

Key contact

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