



2020
Restaurant Opportunities



Three Days. One Great Experience.

February 20-22, 2020

The Seattle Wine and Food Experience (SWFE) is an incredible showcase of food, beverage and lifestyle that brings the pages of *Seattle* magazine to life. More than 275 leading wine brands, craft brewers, cider makers, distillers and chefs participate in the event. Gourmet bites from artisan restaurants, farmers and food purveyors highlight the Northwest's diversity of flavors.

Aligning your brand with the Seattle Wine and Food Experience positions you as part of the dynamic PNW food and beverage scene to a high-end audience, harnessing the marketing and branding power of both the SWFE event and *Seattle* magazine.

EVENT PRODUCER

seattle
magazine

Seattle magazine acquired the Seattle Wine and Food Experience in 2017 with a goal of taking a beloved local event and continuing to elevate it to reflect the food and beverage coverage our readers love.



comfort
FEEL-GOOD FOOD
+ CRAFTY BREWS

Day 1

THURSDAY
FEB. 20, 6-9 PM
SODO PARK

The Seattle Wine and Food experience kicks off Thursday, February 20 with **Comfort** at Sodo Park, 3200 1st Ave S, Seattle. Cozy up with Seattle's best comfort foods and craft brews, including indulgences from mac and cheese to fried chicken, beer, cider, hot toddies and more.

Restaurant Opportunities

RESTAURANT WILL PROVIDE THE FOLLOWING:

- 750 sample sized comfort food bites (1-2 ounce servings)
- Chef and service staff to prepare and serve food
- Cooking and service equipment (disposable plates/cups/napkins)
- Certificate of Insurance
- Restaurant logo and chef photo for promotional use
- Health Permit fee (\$75)
- [Food vendor application and menu](#)

SEATTLE WINE AND FOOD EXPERIENCE WILL PROVIDE THE FOLLOWING:

- Two 6-ft draped tables
- Custom event signage
- Two workers passes to the event
- Complete handwashing station
- Health Permit - *SWFE will cover the event with a blanket health permit*

PROMOTIONAL BENEFITS

- ▶ *Seattle* magazine print ad to promote your restaurant! (1/6 page ad; \$2,075 value)
- ▶ Restaurant logo, link, and chef photograph on SWFE website
- ▶ Restaurant name and menu item listed in event program
- ▶ Inclusion in dynamic social media campaign tagging and promoting restaurant
- ▶ Opportunity to promote your restaurant to 750+ affluent food and beverage enthusiasts

To sign up, [click here](#)



Day 2

FRIDAY
FEB. 21, 6-9 PM
THE GREAT HALL
AT UNION STATION

Dress to impress on Friday, February 21 at **Pop! Bubbles & Seafood** at the Great Hall at Union Station. Pop! features the Pacific Northwest's bounty of seafood artfully paired with sparkling wines, champagne, craft beers and sommelier-selected wine from across the world.

Restaurant Opportunities

RESTAURANT WILL PROVIDE THE FOLLOWING:

- 1,000 sample sized seafood bites (1-2 ounce servings)
- Chef and service staff to prepare and serve food
- Cooking and service equipment (disposable plates/cups/napkins)
- Certificate of Insurance
- Restaurant logo and chef photo for promotional use
- Health Permit fee (\$75)
- [Food vendor application and menu](#)

SEATTLE WINE AND FOOD EXPERIENCE WILL PROVIDE THE FOLLOWING:

- Two 6-ft draped tables
- Custom event signage
- Two workers passes to the event
- Health Permit - *SWFE will cover the event with a blanket health permit*

PROMOTIONAL BENEFITS

- ▶ *Seattle* magazine print ad to promote your restaurant (1/6 page ad; \$2,075 value)
- ▶ Restaurant logo, link, and chef photograph on SWFE website
- ▶ Restaurant name and menu item listed in event program
- ▶ Inclusion in dynamic social media campaign tagging and promoting restaurant
- ▶ Opportunity to promote your restaurant to 1,000+ affluent food and beverage enthusiasts

[To sign up, click here](#)



Day 3

SATURDAY
FEB. 22, 1-6 PM
BELL HARBOR

The flagship **Grand Tasting** event on February 22 is a deluxe showcase. Wines, beers and spirits from the Pacific Northwest and beyond are featured along with Seattle's hottest chefs. Exciting event attractions include artisan food producers, sensory experiences, education and more.

Restaurant Opportunities

RESTAURANT WILL PROVIDE THE FOLLOWING:

- 2,000 sample sized food bites (1-2 ounce servings)
- Chef and service staff to prepare and serve food
- Cooking and service equipment (disposable plates/cups/napkins)
- Certificate of Insurance
- Restaurant logo and chef photo for promotional use
- Health Permit fee (\$75)
- [Food vendor application and menu](#)

SEATTLE WINE AND FOOD EXPERIENCE WILL PROVIDE THE FOLLOWING:

- Two 6-ft draped tables
- Custom event signage
- Four workers passes to the event
- Health Permit - *SWFE will cover the event with a blanket health permit*

PROMOTIONAL BENEFITS

- ▶ *Seattle* magazine print ad to promote your restaurant (1/3 page ad; \$3,115 value)
- ▶ Restaurant logo, link, and chef photograph on SWFE website
- ▶ Restaurant name and menu item listed in event program
- ▶ Inclusion in dynamic social media campaign tagging and promoting restaurant
- ▶ Opportunity to promote your restaurant to 2,000 + affluent food and beverage enthusiasts

To sign up, [click here](#)



Registration

SIGN UP TO FEATURE YOUR RESTAURANT AT THE SEATTLE WINE AND FOOD EXPERIENCE 2020

Fill out the forms below to reserve your spot. The Seattle Wine and Food Experience team will then send you additional event details. You are welcome and encouraged to participate in multiple events!

[Comfort Registration Form](#)

[POP! Registration Form](#)

[Grand Tasting Registration Form](#)

QUESTIONS? CONTACT:

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