



2020 GREAT EASTERN WINE WEEKEND EVENT PROGRAM AND CATEGORIES

Freycinet Lodge is the main accommodation provider and event venue for the weekend and will host of a minimum three signature wine events, including; Meet the Maker, Great Eastern Wine and Dine Dinner and a masterclass.

Typically, the event that you create will fall into one of the following three categories:

Signature Events	Cellar Door Specials	Experience events
<p>Hosted at Vineyards or Cellar Doors by the winemaker and can include other external operators</p> <p>These are ticketed events Limited to a small number of guests (10-30)</p> <p>Offer a high quality and unique and premium experience to the consumer based on expertise and education</p> <p>Some examples include private lunches, tastings, masterclasses and tours with wine makers or vineyard owners</p> <p>These events are created for genuine wine enthusiasts and are aimed at attracting interstate and Tasmanian audiences out of the east coast region</p> <p>They are seen as a drawcard for the weekend</p> <p>Includes free tastings, and cellar door discount on wine sales unique to the GEWW</p> <p>Previous events: Discover Freycinet Vineyard Pinot Noir Vertical Tasting at Milton Lunch in the Vineyard at Craigie Knowe</p>	<p>All day cellar door events which are open to general public</p> <p>Do not require an advanced booking</p> <p>Have no entry free</p> <p>At a minimum, cellar doors offer food and beverage that is unique to the GEWW which complements free tastings and cellar door discounts on wine sales</p> <p>Can be a collaborative business approach were external operators are involved and include entertainment.</p> <p>These events are an important part of the program as it allows the consumer to act with freedom when planning their weekend and enjoy local produce at their own leisure</p> <p>Includes free tastings, and cellar door discount on wine sales unique to the GEWW</p> <p>Previous events: Unwind in the Vines Bubbles and Bivalves and PizzaVino Wine and Cheese at the Cellar Door – Priory Ridge Vineyard Pizza, Wine and Cheese –Overtime Vineyard</p>	<p>These events bring in another experience outside of wine</p> <p>Hosted by an external operator but are collaborative events which offer wine tastings, wine matching or wine hosts as a major part of the event</p> <p>These events are ticketed</p> <p>Catered towards small to mid-sized groups (10-50)</p> <p>Offer a high-quality event that is focused on a regional experience but also offers expertise and education in both experience and wine</p> <p>These events create unique experiences that draw people who are looking to expand their knowledge and understanding of wine while learning or enjoying another experience</p> <p>Previous events: Wine Maker’s Dinner by the Bay Yoga, Bubbles and Cheese – yes please! Sunset Cruise with Gala Estate and Wineglass Bay Cruises</p>