



TOP DROP

TERROIR + CRAFT

After a forced two-year hiatus, Top Drop's unique, trade and consumer events will return re-energized, refreshed, and re-focused on connecting local and international, terroir-focused wineries with top-tier trade and consumers.

Top Drop Vancouver is focused on terroir-driven, handcrafted wines, and the people behind them. Our signature Main Event at the Roundhouse in Yaletown will expand to a two-day affair, allowing a premiumization of the attendee experience. This expansion allows for a reduced capacity for both trade afternoons and consumer evenings to increase producer and agent engagement with our audience.

We will continue our mandate of assembling a focused room of key buyers, sommeliers and media whose integrity, outlets and engagement aligns with the attending wineries. An on-site retail component will add to the value and opportunities provided to both producers and attendees.

Our signature intimate and dynamic trade seminars will also expand to two days, ensuring the key trade we target are able to take advantage of attending optimal seminars of interest.

We look forward to raising the bar of Top Drop Vancouver in 2022, ensuring a premium, vibrant experience for all involved.



TOP DROP
TERROIR + CRAFT

TOP DROP VANCOUVER 2022

Monday May 9 - Wednesday, May 11

Monday, May 9

Evening: Keynote address and welcome events for all Top Drop participants and principals

Tuesday May 10 & Wednesday May 11

Morning: Trade seminars events and details TBD

Afternoon: The Main Event Trade & Media Edition

Evening: The Main Event Consumer Edition

Trade Sessions: 1:00 - 4:00 pm

Consumer Sessions: 7:00 - 9:30 pm

Venue: The Roundhouse, 181 Roundhouse Mews

Capacity: Trade Session 200 | Consumer Sessions 200

Charity Partner: B.C. Hospitality Foundation

Table Fee per Winery: \$750 + Supplied Wine

MAIN EVENT WINES

We anticipate full participation (trade and consumer) in Top Drop Main Events requiring not more than 1 x 9 litre case per sku. Any participation in Winemakers Dinners or events alongside the tasting room should be considered in addition to that.

WINERY APPLICATIONS

International winery applications must be submitted by wine agents on behalf of suppliers they represent in the BC market. British Columbian winery applications should be submitted directly by the winery. Winery principal attendance is mandatory for all Top Drop-related events. Multi-winery agency tables will not be considered. We have adopted a policy of not featuring the same wineries in two consecutive editions. Participants from Top Drop Vancouver's 2019 edition are welcome to apply for Top Drop Vancouver's 2023 edition.

As in previous years, due to the size and scope of our event, we unfortunately cannot accommodate all applicants. Our selection committee will evaluate all applications. Our guidance to them is simple: asking them to assess applications and put forward the wineries they feel are the best philosophical fit for Top Drop, with extra consideration given to those who don't often have an opportunity to visit our market or participate in trade-focused Vancouver wine events.

While we have had editions of Top Drop Calgary in the past, a possible 2022 edition is currently being evaluated. Should we confirm Calgary dates, those accepted for the Vancouver edition will be prioritized for participation.

KEY DATES

Tuesday, November 16, 2021: **Deadline for Winery Applications**

Friday, November 26, 2021: **Top Drop 2020 Winery Selections Announced**

May 9 -11, 2022: **Top Drop Vancouver 2022**

Applications are now open at [TopDrop.ca](https://topdrop.ca)

For more information, email us at AgentInquiries@TopDrop.ca