NYCWFF is a celebration of fine food, exceptional wine and accomplished chefs and vintners. Spend four scrumptious days mingling with your favorite celebrity chefs or enjoying culinary demos, rooftop parties, walk-around tastings and intimate dinners. There’s something for all foodies to support God’s Love We Deliver.
NYC WFF AT A GLANCE

16 YEARS
4 DAYS
80+ EVENTS
47,000 ATTENDEES

Supports God’s Love We Deliver
NYC’s only provider of life-sustaining meals and nutrition counseling
ABOUT NYCWFF

We are New York City’s premier wine and food festival, providing the ultimate epicurean experience to support New Yorkers living with severe illness.

The annual Festival showcases the talents of the world’s most renowned chefs, wine and spirit producers, culinary personalities, lifestyle experts and America’s beloved television chefs while supporting the New York City metropolitan area’s only provider of medically tailored meals and nutrition counseling for people living with severe illness, God’s Love We Deliver. New York City’s largest wine and food festival, NYCWFF is widely recognized for its tasting events celebrating America’s favorite foods, intimate dinners with the world’s most celebrated chefs, hands-on classes, educational seminars, wine tastings and more.

“It’s October in NYC, which means there’s a chill in the air – and there should be a glass in your hand at the Food Network New York City Wine & Food Festival. The annual Festival has always been a platform for setting imbibing trends.”

Forbes
Meet the Founder

Lee Brian Schrager is the Chief Communications Officer at Southern Glazer’s Wine & Spirits, LLC. Widely recognized for his creation of the Food Network South Beach and New York City Wine & Food Festivals, which have raised nearly $50 million to date for charity, Schrager is also a regular contributor for Ocean Drive magazine and serves on the Board of Trustees for the Pérez Art Museum Miami, the Board of Directors for Food Bank For New York City, as well as a judge for Forbes’ annual 30 Under 30 list and Celebrated Living’s annual Platinum List Awards.
Southern Glazer’s Wine & Spirits is the world’s preeminent distributor of beverage alcohol and proud to be a multi-generational, family-owned company. The Company has operations in 44 U.S. states, the District of Columbia and Canada.

As an industry leader, Southern Glazer’s leverages its diverse team of talented people, geographic reach and second-to-none market intelligence to provide the most efficient and effective service for its thousands of suppliers and hundreds of thousands of customers.

As a responsible business and industry leader, we are dedicated to making a meaningful and positive impact in the communities we serve. We are so proud to host NYCWFF, enabling our suppliers to engage with consumers and showcase their brands, while supporting the great New York hospitality industry and the Festival’s ongoing mission to support New Yorkers in need.

WAYNE E. CHAPLIN,
CEO, SOUTHERN GLAZER’S WINE & SPIRITS
Our Cause

We are honored to partner with God’s Love We Deliver, New York City metropolitan area’s only provider of medically tailored meals and nutrition counseling for individuals living with severe illness.

Medically tailored meals provide lower healthcare costs, improve health outcomes and greatly improve clients’ outlook and quality of life.

GOD’S LOVE WE DELIVER’S IMPACT:

- Home-delivered more than 4 MILLION MEDICALLY TAILORED MEALS to nearly 15,000 INDIVIDUALS last year
- Services are provided FREE TO CLIENTS and FULL OF LOVE
- $10 FUNDS A HOME-DELIVERED, NUTRITIOUS MEAL for a New Yorker living with severe illness

God’s Love We Deliver is so proud to be the exclusive charity partner of NYCWFF. Every day, more and more people reach out to God’s Love We Deliver for the medically tailored meals and nutrition education and counseling only we provide in New York City. Events like NYCWFF and the amplification from its sponsors, partners and guests, help get the word out about our life-affirming work so that we can reach all who would benefit from our food and nutrition services.

DAVID LUDWIGSON
President & CEO, God’s Love We Deliver
NYCWFF attendees are affluent foodies of all ages with a variety of interests.

**Demographics**

- New York: 52%
- New Jersey: 19%
- Pennsylvania: 4%
- Florida: 3%
- Connecticut: 3%
- California: 3%
- International: 2%
- Other: 14%

*of New York residents, 75% reside in NYC

**Age Distribution**

- 18-24: 2%
- 25-34: 27%
- 35-44: 26%
- 45-54: 23%
- 55-64: 18%
- 65+: 9%

**Gender Distribution**

- Male: 40%
- Female: 60%

**Interests**

- Cooking
- Food & Wine
- Accessories & Apparel
- Travel
- Real Estate
- Business
- Gifts & Occasions
- Technology & Electronics
- Sports
- Home & Garden
- Beauty & Wellness
- Theater, Media & Entertainment

40% of our ticket buyers report an income of $100K+.

80% are interested in luxury goods.

95% are homeowners.
50,000 foodies gathered to celebrate the 16th annual Food Network New York City Wine & Food Festival presented by Capital One from Oct. 12-15. The festival featured more than 80 events throughout the city including walk-around tastings, late-night parties and a lineup of intimate dinner experiences.

BIZBASH
2023 REVIEW

We Celebrated at 80+ Events

GRAND TASTING ★ PIER PARTIES ★ WALK-AROUND TASTINGS ★ INTIMATE DINNERS
BRUNCHES & LUNCHES ★ CULINARY DEMONSTRATIONS ★ LATE NIGHT PARTIES
FAMILY FRIENDLY ★ MASTER CLASSES ★ COCKTAIL PARTIES ★ DEMO & DINE
FOODIECON★ ★ LIVE MUSIC ★ PANEL DISCUSSIONS ★ TRADE EVENTS
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</table>
“America’s famous foodies turn up for the city’s most delicious bash.”

NEW YORK POST
2023 REVIEW

Unveiling New Events

Noche Caliente! Latin Nights ignited with NYC's top mixologists, Latin restaurants and today's hottest Latin beats.

NYCWFF set sail down the Hudson River, drink in hand, aboard La Barca Cantina at this first-time event.

Thanks to Food Network's Antonia Lofaso and Brooke Williamson, for kicking off the 2023 Festival in style at our newest cocktail event, Sip and Savor!

NYCWFF soared to new heights at ASPIRE on the 102nd Floor of One World Trade Center. Guests savored exquisite flavors amid the breathtaking NYC skyline at several NYCWFF events.

Introducing Demo & Dine! This unique, intimate Festival experience combined live cooking demonstrations with tastings curated by renowned chefs.

Renowned luminaries, Martha Stewart and Chef Daniel Boulud, hosted an intimate brunch at the Blue Box Café nestled within Tiffany's 5th Avenue Flagship store.

NYCWFF celebrated the best of Brooklyn's food scene with food and lifestyle creator Brian Lindo of @briancantstopeating.
Eat, Drink And Celebrate (With A View!)

Over 8,000 guests partied at Pier 86, home of the Intrepid Museum and the home to our most popular walk-around tasting events. With breathtaking views of the NYC skyline, the four days of programming included tastings from some of NYC's best restaurants, incomparable wines and beers, specialty cocktails, interactive brand experiences, musical performances, competitions and legendary stars.
2023 REVIEW

The Grandest Feast of All

Grand Tasting, held at Hudson River Park's Pier 76, is the pinnacle event for food and wine enthusiasts. Showcasing NYC's culinary excellence, it featured renowned chefs, mixologists and immersive experiences. Attendees savored bites from 100+ of the most sought after NYC restaurants, accompanied by 250+ wines and spirits from Southern Glazer's Wine & Spirits. Live culinary demos with Food Network stars and engaging interactions with leading brands and foodie products make it a perfect day for epicureans.

“You can sample hundreds of wonderful wines and eat great food.” The Grand Tasting is also popular among fans of Food Network shows for its culinary demonstrations and book signings that feature celebrity chefs like Andrew Zimmern, Carla Hall, and Marcus Samuelsson.”

Broken Palate
Celebrating Hip Hop’s 50th Anniversary

The Cookout presented by BACARDÍ

This year’s closing event, in collaboration with BACARDÍ, marked a historic celebration honoring the 50th Anniversary of Hip Hop. The star-studded lineup, featured icons Rev Run and Ice-T, complemented by electrifying performances from DJ Cassidy and DJ Mick. Hosted by Emmy award-winner Tamron Hall and Power 105.1’s Angela Yee, the event seamlessly fused the beats of Hip Hop with mouthwatering delights from the city’s premier black-owned restaurants. Curated by Chef J.J Johnson, this unique experience paid tribute to the iconic genre while celebrating the rich flavors of the community’s culinary heritage.

“Bringing The Cookout event to life was a special moment, paying homage to culture and honoring and celebrating 50 years of Hip Hop.”

BACARDÍ
2023 REVIEW

FoodieCon® presented by Instagram
Your Instagram Feed IRL

A ground-breaking, brand-new event, FoodieCon® united over 20 of the most influential digital food and beverage content creators to share insights on the latest trends and technology. Attendees indulged in a serving of knowledge through insightful panels, dynamic demonstrations and interactive workshops, making FoodieCon® the ultimate insider’s mecca for content creation.

“Due to popular demand, FoodieCon® will make its formal debut in New York with a more robust talent lineup and programming. As NYCWFF evolves, the annual event aims to include the ever-changing food-media landscape, exploring the role of social media and a new generation of tastemakers.”

Forbes
Exclusive and Premium Dining Experiences

Our Intimate Dinner Series presented by Air France stands as a cornerstone of the Festival, including 30 curated dinners and brunches featuring over 60 top chefs from New York City and around the world. These culinary maestros collaborated to craft extraordinary, multi-course tasting menus at NYC’s finest restaurants. Each menu served as a unique testament to the chefs’ mastery, expertly paired with wines and spirits from Southern Glazer’s Wine & Spirits. From the first bite to the last sip, guests indulged in a once-in-a-lifetime culinary experience.

“The environment that NYCWFF helps to create is unique and fosters unforgettable experiences that guests will likely never forget.”

MARCUS SAMUELSSON
BRAND COLLABORATIONS

“NYCWFF is a great opportunity to connect and give back to the community, create moments that matter, showcase our elite brands and bring people together.”
NYCWFF is such a vibrant space to be a part of! Tony’s spent the weekend sampling chocolates and making delicious wine pairings with the other vendors.
NYCWFF was a no brainer. Thanks to the collaboration, it was a remarkable turn out for us all. We look forward to taking the momentum started at NYCWFF to kick off Four Walls in NY.

FOUR WALLS
IRISH AMERICAN WHISKEY
Sponsor Spotlight

Saputo

As a Platinum Level Sponsor, Saputo celebrated its 100th anniversary in grand style at NYCWFF!

With a mission to create memorable experiences and engage a diverse audience, Saputo showcased their products throughout the entire Festival from signature events to intimate dinners. As the presenting sponsor of one of the Festival’s cornerstone events, Peroni’s Taste of Italy presented by Stella Italian Cheese hosted by Alex Guamaschelli and Gabriele Bertaccini, Saputo featured a dedicated chef station, provided products for chefs plus an award for the Best Dish presented by a celebrity influencer. To top it off, Saputo’s philanthropic commitment shone through matching their Best Dish award with a $10,000 donation to God’s Love We Deliver.

“Last weekend at NYCWFF was a dream! With samples flowing, savory smells of Stella cheese and special demos from @flavorsbyale herself - the days were jam packed with food and fun! Truly a weekend to remember. Saputo”
We cherished every aspect of the NYCWFF weekend. The highlight was the genuine interactions with guests who tried our food and drinks and appreciated our exquisite flavors. These connections not only delighted us but also reinforced our commitment to showcasing the rich tapestry of Peruvian cuisine to a wider audience.
El Tequeño

In their second year as a Festival sponsor, El Tequeño took their partnership to new heights, highlighting the excellence of their tequilas and fostering community engagement.

Their spectacular activation at Grand Tasting and Trade Day featured a celebrated Mexican female artist whose live-painted canvas was auctioned off, with all proceeds benefiting God’s Love We Deliver. Serving as the presenting sponsor of Latin Nights and integrating seamlessly into two of the Festival’s largest parties, Blue Moon Burger Bash and Tacos & Tequila, El Tequeño strategically reached both guests and trade, leaving a lasting and significant impression well beyond the Festival.

“...Our partnership with the NYC Wine & Food Festival offers El Tequeño a special opportunity to elevate guests’ perception of craft-quality Tequilas in the greatest city in the world. We challenge ourselves each year to bring a level of activation that lets people enjoy themselves while they are there and tell people about it long after it’s over.”
Russell Stover

In its inaugural year as a Silver Level Sponsor, Russell Stover made a resounding impact at NYCWFF, marking the culmination of their 100th-year Anniversary Coast to Coast tour.

At Trade Day and Grand Tasting, a standout mobile unit resembling a large box of chocolates offered a unique photo experience and abundant samples of their delectable chocolates.

Russell Stover further left an indelible mark by co-branding the t-shirts for the 2,000 dedicated God's Love We Deliver volunteers, who proudly wore these shirts, turning themselves into the Festival's most effective walking advertisement.
NYCWFF’s Marketing & PR Campaign Reaches 7 Billion Consumers

COMMUNICATIONS OVERVIEW
7 Billion+ Campaign Impressions

Thanks to a dynamic and integrated marketing and PR campaign and the generosity of 50+ media partners, the Festival tapped into endless opportunities for ticket sales and sponsor exposure.

- **Public Relations Impressions**: 5.6B
- **Advertising Impressions**: 690MM
- **Social Media Impressions**: 585MM
- **Email Campaign Impressions**: 16MM
- **NYCWFF.ORG Impressions**: 2MM

- Over 50 media partners across all channels
- 26 emails distributed to 525K members, 25% average open rate
- unique visitors
**Communications Overview**

**Tapping the Strength of Social Media**

@NYCWFF Followers:

- Instagram: 101,000
- Facebook: 61,000
- Twitter: 13,000

**Shout Outs!**

@FoodNetwork Join all your favorite Food Network stars at NYC’s biggest wine and food festival, @NYCWFF, this October 12-15! And it’s all for a good cause to support @godsofny! Get your tickets today at link in bio.

@KardeaBrown Thank you thank you thank you!!! We had a good ole time at my Grand Tasting demo and book signing yesterday! Standing room only! It was so great to see so many people come out over the weekend for a really great charity @godsofny!

@MarthaStewart418 This morning I hosted Breakfast at Tiffany and co. celebrating @NYCWFF and benefiting @godsofny. It was really fun and everyone had a great time.

@GZ100NewYork NYC’s ultimate wine and food festival @NYCWFF returns October 12 – 15! Sip, savor and celebrate at 80 events and help @godsofny provide nutritious meals to New Yorkers living with severe illness. Tickets at nycwff.org

@chefjj This year’s Cookout was so amazing and I’m so thankful for everyone who came out and supported. It was such an amazing experience to look out on such a large and diverse crowd, enjoying cookout food prepared by Black chefs and listening to Hip Hop!

@CapitalOne Cardholders, enjoy the best of the New York City Wine & Food Festival with top chefs, incredible eats and exclusive experiences. Get @NYCWFF presale tickets now, only with Capital One.

585MM Impressions across Instagram, Facebook and Twitter

@thechutneylife If you’re around, and especially if you’re a foodie, this all day event at @hardrocknewyork will include panels and discussions with food content creators and you’ll have the chance to learn, connect and ask questions.

@Guarnaschelli Such a fun @patalafrieda @nycwff Burger Bash tonight. With my favorite burger from @nowon.usa.

@NYCTourism Sunday October 15 at Pier 86, @NYCWFF will celebrate Black cuisine and culture alongside Hip Hop’s landmark 50th anniversary with a star-studded festival closing event. Learn more at link in bio.

@DanielBoulud Another day, another great event for @nycwff with @chefzz @laboiteny at @bouludslud! We served up a flavor filled Mediterranean menu with the best bubbly pairings from @perrierjouet.
NYCWFF in the News

- **5.6B+** Impressions
- **300+** Press Placements
- **150+** Press in Attendance
NYCWFF in the News

“Chef JJ Johnson handpicked the best Black chefs in New York, and they are ready to take you on a culinary journey like no other. Similar to hip hop, Black cuisine is a storytelling art form, where chefs are the artists. Prepare to be dazzled!”

SOURCE: TimeOut

“The annual Food Network New York City Wine & Food Festival presented by Capital One is a culinary institution in its own right. Sixteen years along, the event is well-known and loved by not just New Yorkers, but also chefs, restaurateurs and foodies from just about everywhere.”

Tasting Table

“Calling all Foodies! Next week, the first-ever FoodieCon® is taking over New York with some of social media’s most influential content creators, getting together for tastings, interactive panels, competitions and more.”

NEW YORK LIVE

“In New York City, the annual NYC Wine & Food Festival is always a big draw. This year they’re fusing the love of food with a celebration of the storied genre that is Hip Hop, culminating in JJ Johnson’s The Cookout: Hip Hop’s 50th Anniversary Celebration brought to you by BACARDÍ.”

ESSENCE
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Tasting Table
Westchester Magazine
Z100
New York
Showcase Your Brand

We are honored to collaborate with the best of the best to develop customized partnerships and create experiences NYCWFF guests have come to love and expect, while ensuring each brand’s objectives are accomplished.

CUSTOM PARTNERSHIP HIGHLIGHTS:

- Festival-wide and event specific category exclusivities
- Event ownership and branding
- Event integration and meaningful activations
- Brand and product launches
- Integration with NYC chefs and restaurants
- Social media integration
- Sweepstakes, special offers and giveaways
- Client entertainment

For more information about sponsorship opportunities, please contact INFO@NYCWFF.ORG
JOIN US!

OCT. 17-20

2024

food network NYCWFF

NEW YORK CITY WINE & FOOD FESTIVAL

HOSTED BY GOD'S LOVE WE DELIVER.

@NYCWFF