




 **USA TODAY**

Wine + Food EXPERIENCE





USA TODAY

Wine + Food

EXPERIENCE



9 CITIES
225+ RESTAURANTS



2019 USA TODAY WINE & FOOD EXPERIENCE

87%

DISCOVERED A
NEW RESTAURANT

81%

CUSTOMER
SATISFACTION

78%

LIKELY TO
RETURN

33%

UNDER 40

67%

OVER 40

69%

WOMEN

75%

HH INCOME
75K+

60%

HH INCOME
100K+



2022 MARKETS & DATES

September 10: Columbus
Location: TBD

September 24: Indianapolis
Location: TBD

October 1: Louisville
Location: TBD

October 8: Asheville
Location: TBD

October 15: Paradise Coast
Location: TBD

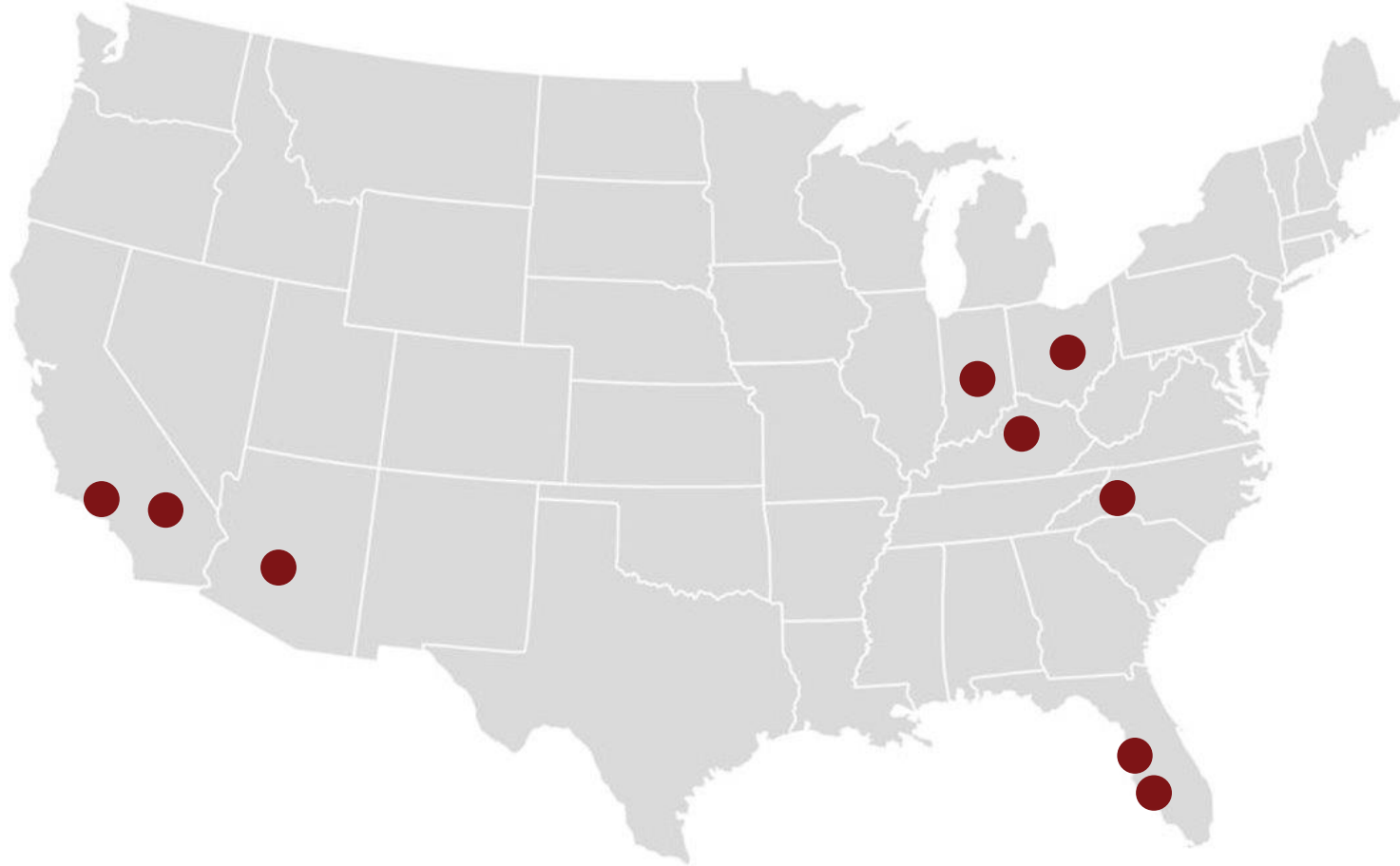
October 22: Sarasota
Location: TBD

November 5: Phoenix
Location: TBD

November 12: Ventura
Location: TBD

November 19: Palm Springs
Location: TBD

*all dates/cities/locations subject to change





THE WINE & FOOD EXPERIENCE

The USA TODAY Wine & Food Experience presents rich and colorful moments for guests to taste, savor, and explore their local culinary scene, while celebrating their community after a hard few years. Enjoy the Grand Tasting: a gourmet showcase by local chefs who mix with patrons in a convivial setting. Lively cooking demonstrations and seminars deliver unforgettable experiences for fans, connoisseurs, partners, purveyors, and industry personalities. Indulge in the VIP experience for an hour early admittance into the experience, plus a lounge with exclusive offerings.

VIP

Gates open at noon for our VIP guests to experience the Grand Tasting with shorter lines. Ticket is also inclusive of the Grand Tasting.

Ticket Cost: \$100

Time: 12-1 pm

GRAND TASTING

Gates open for all Grand Tasting ticket holders at 1 p.m. to indulge in samplings from more than 25 local restaurants, wineries and breweries – as well as engage with our interactive sponsor activations.

Ticket Cost: \$65

Time: 1-4 pm



SIGNAGE AND LOGO EXAMPLES

CHASE | azcentral.

Wine + food

EXPERIENCE

PRESENTED BY

TITLE & PRESENTING LOGO LOCK UP



STANDARD FOOTPRINT SIGNAGE

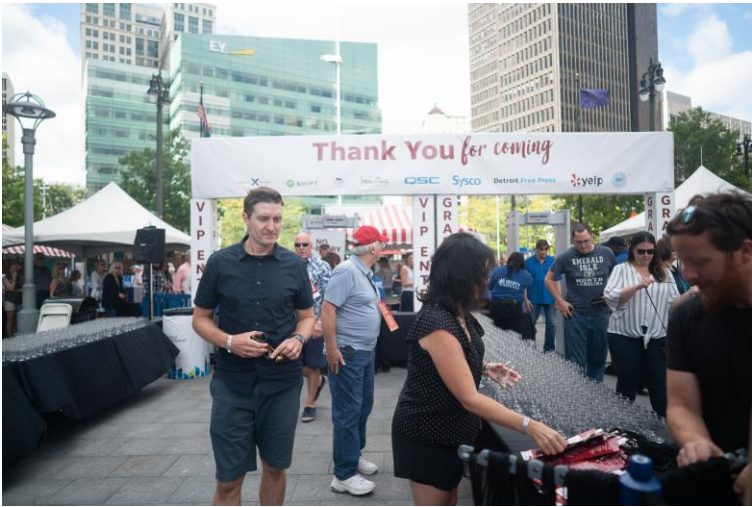


RESTAURANT SIGNAGE

BOX OFFICE WITH LOGO INCLUSION



SPONSORS ON 3-D CUBE



THANK YOU SIGNAGE

The background of the slide is a repeating pattern of a photograph showing numerous small, clear plastic cups filled with a chocolate spread and topped with crushed nuts. The cups are arranged on a rustic wooden surface. The pattern is centered and covers the entire background.

THANK YOU

REP

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