

FOOD & WINE classic in aspen | JUNE 19-21 2020

Bring the pages of **Food & Wine** to life and put your brand in direct contact with affluent consumers and industry decision makers.



*SOURCE: 2018 CLASSIC IN ASPEN ATTENDEES SURVEY; 2018 CLASSIC IN ASPEN EXHIBITOR SURVEY 2018 © 2018 TIME INC. ALL RIGHTS RESERVED.

THE FOOD & WINE CLASSIC IN ASPEN

is three days of unparalleled culinary experiences and cutting-edge brand activations as highly targeted attendees, renowned chefs, winemakers and spirits experts gather for a spectacular epicurean adventure.

Once again, Food & Wine will bring the best to wine and food lovers from all around the country through wine tastings, culinary demonstrations, seminars, parties and more hosted by some of the most renowned talent, such as Marcus Samuelsson, Gail Simmons, Andrew Zimmern and Stephanie Izard.

5,000

Affluent & Enthusiastic Epicures

500+

Restaurant Professionals & Influencers

100+

Media, Press & Influencers

490M+

Total Combined Social & Media Impressions

70+

Celebrity Chefs & Wine Experts

\$825K

Average Household Income

50+

Sommeliers & Wine Buyers partaking in SommTalks

BRAND EXPOSURE

OPPORTUNITIES INCLUDE:

Grand Tasting Pavilion exposure to engage with consumers, trade and media influencers

Sampling and exposure to industry insiders, celebrity chefs and VIPs at Food & Wine signature events

Custom integration at Food & Wine produced consumer events

One-on-one interaction with press and restaurant trade executives

Organic product inclusion at Food & Wine editorial seminars

Consumer, media, VIP & talent gifting

Brand recognition in the national advertising campaign, including print, online and on-site

Digital & social media campaign extensions

Turnkey branding opportunities

FOR MORE INFORMATION

Contact your Food & Wine Sales Representative for custom programs tailored to marketing goals. Media commitments vary based on customized programs.

