

2024 Barrel into Spring Invitation!

Thank you for applying for the 2024 Barrel into Spring! CAVE is excited to sponsor this long-standing, unique event and we cannot do it without the support and participation of our wineries! Please read the event overview below as well as the application information on the following page. If you have any questions, please reach out to the CAVE Office at 970-464-0111. **Applications are due no later than January 27th!**

- **NEW THIS YEAR!** The event dates & times have changed! Barrel into Spring will take place FRIDAY from 2:00pm-7:00pm & SATURDAY from 11:00am-5:00pm on April 19th & 20th and May 10th & 11th (these are two separately ticketed events)
- The event is open to all Mesa County wineries. You have the option to host a CAVE member winery outside of Mesa County (For Example: Two Rivers Winery may host Kingman Estates Winery (pouring and selling their wine over a Barrel into Spring weekend with all sales running through the host's license)
- Barrel into Spring will take place April 19th & 20th, 2024 and May 10th & 11th, 2024 (these are two separately ticketed events)
- We are requesting seven wineries to take part in each weekend. You may not participate in both weekends.
- You must be a current CAVE Member to take part in this event. To join CAVE or check on the status of your membership, please visit WineColorado.org or contact the CAVE office.
- Tickets will be sold online only and will be available in February 2024 through the CAVE website
- 300 tickets will be available for each weekend (April & May)
- Tickets will include:
 - A minimum of four tastings at each participating winery (two of which will include barrel tastings, reserve tastings, etc.)
 - Food Pairings provided by high quality chefs/restaurateurs.
 - Passport and wine glass that will be picked up at a designated location.
 - The chance to win a case of Colorado wine!

2024 Barrel into Spring Agreement

Thank you for applying for the 2024 Barrel into Spring! CAVE is excited to sponsor this long-standing, unique event and we cannot do it without the support and participation of our wineries! This event will take place over two weekends, April 19th & 20th, and May 10th & 11th (*Friday & Saturday*). A lottery drawing will be held to determine which wineries will take part in each of these weekends if more than 14 apply.

Applications are due no later than January 26th!

As a participating Barrel into Spring winery, you agree to the following:

- √ Provide a minimum of four tastings to each attendee (two of which must include barrel tastings, reserve tastings, etc.) and food pairings to 300 guests in either April or May in a dedicated area
- √ Provide an educational and heightened customer service experience to 300 guests (outside of your normal tasting room experience)
- √ Be open and staffed accordingly for Friday (2:00pm-7:00pm) and Saturday (11:00am-5:00pm) to welcome 300 guests over both days
- √ Provide a written description of wines, pairing and the experience you will offer to guests that will be included in the printed Passports (as well as any additional Winery information, sales/discounts, etc. you would like to include) no later than March 15th.
- √ Partner with a chef/restaurant to create a **high-quality food & wine pairing** for guests
- √ Provide adequate signage and dedicated parking for guests attending this event
- √ Donate two bottles of wine for the drawing

In return, CAVE will provide:

- √ 300 engaged and enthusiastic wine connoisseurs who are eager to learn about and purchase Colorado wine
- √ All marketing, promotion, and ticket sales for the event
- √ Coordination and delivery of passports, wineglasses and stamps prior to the event
- √ Assistance with coordination of local chefs and restaurants if needed
- √ \$750 of assistance for food costs for single wineries and \$900 of assistance for food costs for partnering wineries

2024 Barrel into Spring Application

- Winery Name _____
 - Partner Winery (if interested in hosting a winery outside of Mesa County) _____
- Primary Contact Name _____
- Mailing Address _____
- City, State, Zip Code _____
- Contact number _____ Tasting Room Number _____
- Website _____ Email _____
- I am available to participate in the: **April Barrel Tasting** **May Barrel Tasting** **Either April or May**
Please Circle One

I agree to above guidelines _____

Signed

Date