Fact Sheet

Event: 10th annual Dine Out Vancouver Festival – the largest restaurant festival in Canada

Dates: January 20 to February 5, 2012 (17 days)

Website: www.tourismvancouver.com/dov

About Dine Out Vancouver 2012:
Presented by Tourism Vancouver, Dine Out Vancouver is a city-wide celebration of eating out, attracting tens of thousands of local and visiting foodies to Vancouver’s exceptionally diverse collection of restaurants each year. Celebrating its 10th year in 2012, Canada’s largest restaurant festival allows diners to sample prix-fixe menus from Vancouver’s newest eateries, neighbourhood favourites and standout award-winners (price points are $18, $28 or $38 per person). Many menus also feature suggested BC VQA wine or Kronenbourg 1664 beer pairings (available at an additional cost). The Dine Out Vancouver Festival also offers special hotel room rates (price points are $78, $108 and $138) and packages, plus a full menu of unique food-themed events and activities, including culinary tours, cooking lessons and special dining experiences.

Official Video: http://vimeo.com/31866196

What’s New for 2012:
*See “Event Descriptions” for full details.
- Street Food City – a three-day lunchtime gathering of some of the city’s top food carts - January 24, 25 and 26.
- Dine Academy – a daily roster of ticketed food tours and educational experiences.
- Salt & Pepper – an array of dining experiences taking place in venues around town.
- 225 restaurants participating, a new Dine Out Vancouver record.
- American Express cardholders have Front of the Line access to Dine Out Vancouver Festival event tickets starting December 9th, and to restaurant menus and reservations on January 5th.

2012 Story Angles:
- Dine Out Vancouver is Canada’s largest restaurant festival (based on the number of participating restaurants).
- Dine Out Vancouver drives business to restaurants and hotels in what is traditionally a slower time of year.
- Brasserie Mystère is back for a second year. The free event offers a gourmet dinner prepared by a renowned chef in a secret location, paired with Kronenbourg 1664 beer. 2011’s guest chef was David Hawksworth.
- Ticketed Dine Out Vancouver events start at just $25 and go up to $150.
- You can save money if you reserve events early. Book by December 25 to save $30 on Swallow Tail Tours’ Secret Supper Soirée, and $20 on Pearls & Cocktails. Book by December 26 to save $16 on Vancouver Food Tour’s Gastown Craft Beer Culinary Tour.
Contests:

Best Bite Awards and Dine Out for a Year. Throughout the festival, diners can participate in the Best Bite Awards and vote for their favourite DOV experience by rating restaurants in a variety of categories, including Best Menu (for each price category), Best Service, Best BC VQA Wine Pairing, Best Kronenbourg 1664 Beer Pairing and Best Restaurant Experience. All voters are automatically entered in the Dine Out for a Year contest for the chance to win a grand prize of 52 gift certificates to participating DOV restaurants, allowing the winner to “Dine Out” every week for a year (voting opens January 20).

History of Restaurant Participation in Dine Out Vancouver:
Tourism Vancouver first launched Dine Out Vancouver in January 2003 as a way to drive business to local restaurants during the industry’s low season. Since then, the number of participating restaurants has skyrocketed year after year as the festival has gained popularity in the city and across North America. Here’s a look at the number of participating restaurants since year one:

- 2003 – 57
- 2004 – 111
- 2005 – 125
- 2006 – 144
- 2007 – 160
- 2008 – 182
- 2009 – 193
- 2010 – 206
- 2011 – 215
- 2012 – 225

Dine Out Vancouver by the numbers:

- 17,598: number of OpenTable online reservations made (2011 festival)
- 54,595: estimated number of participating diners based on OpenTable reservations (2011 festival)

*Note: Open Table reservations do not account for any other form of reservation (ex: phone, walk ups, other online services

Sponsors:

- **Premier sponsor:**
  - American Express Canada

- **Festival partners:**
  - Kronenbourg 1664
  - BC Wine Institute

- **Media partners:**
  - KVOS
  - Metro newspaper
  - Vancouver magazine
  - Where magazine
  - OpenTable

Quotes:

Rick Antonson, president & CEO of Tourism Vancouver
“Throughout its ten-year history, Dine Out Vancouver has grown from a small restaurant promotion to a city-wide culinary festival. The program speaks to Vancouver’s global reputation as a culinary hotspot, and I’m delighted that this year’s expanded schedule of events reflects the breadth and sophistication of our dining scene. The festival is a great opportunity for foodies worldwide to travel to the city and experience for themselves Vancouver’s local ingredients, creative chefs and award-winning restaurants.”

Lucas Pavan, Dine Out Vancouver Festival Coordinator, Tourism Vancouver
“This year’s festival is shaping up to be the best Dine Out ever – we have an entire roster of new and exciting experiences. Some, like Street Food City and Dine Academy tours and classes, will showcase the latest trends and successes in Vancouver’s culinary culture. The entire ‘Salt & Pepper’ series is a testament to the creativity and resourcefulness of local restaurateurs. And of course, we’re bringing back old favourites like Kronenbourg’s Brasserie Mystère and the Secret Supper Soirée. As always, Dine Out Vancouver Festival is going to offer platefuls of food-related fun, suspense, education and, of course, the city’s tastiest food and drinks.”

2013 Dine Out Vancouver Festival dates:
Will be announced in March 2012, at the conclusion of the 10th Dine Out Vancouver Festival.
2012 Calendar of Events:

Friday, December 9: Dine Out Vancouver Festival event tickets open for AMEX cardholders
Thursday, December 15: Dine Out Vancouver Festival event tickets open to public
Thursday, January 5: Restaurant reservations open for AMEX cardholders
Monday, January 9: Restaurant reservations open to the public
Friday, January 20: Dine Out Vancouver Festival begins

Dine Academy: Plugged-in Culinary Tour of Granville Island (Pacific Institute of Culinary Arts)
Dine Academy: Granville Island Culinary Market Tour (Edible Canada)
Dine Academy: Gastown Craft Beer Culinary Tour (Vancouver Food Tour)
Plated and Paired at the Public Market (Granville Island)

Saturday, January 21:
Dine Academy: Pearls & Cocktails (Swallow Tail Supper Club)
Dine Academy: Granville Island Culinary Market Tour (Edible Canada)
Dine Academy: Chinatown Culinary Tour (Edible Canada)
Dine Academy: Gastown Craft Beer Culinary Tour (Vancouver Food Tour)
Salt & Pepper: The Chef’s Table (Culinary Capers Catering Kitchen)
Secret Supper Soirée (Swallow Tail Supper Club)

Sunday, January 22:
Dine Academy: Granville Island Culinary Market Tour (Edible Canada)

Monday, January 23:
Dine Academy: Chinese dim sum and Japanese sake class (Quince Handcrafted Cuisine)
Dine Academy: Plugged-in Culinary Tour of Granville Island (Pacific Institute of Culinary Arts)
Dine Academy: Granville Island Culinary Market Tour (Edible Canada)
Dine Academy: Japanese Izakaya (Quince Handcrafted Cuisine)
Dine Academy: Plugged-in Culinary Tour of Granville Island (Pacific Institute of Culinary Arts)
Dine Academy: Granville Island Culinary Market Tour (Edible Canada)
Dine Academy: Gastown Craft Beer Culinary Tour (Vancouver Food Tour)
Street Food City (Vancouver Street Food Association)
Salt & Pepper: Classic Childhood Favourites Dinner (The Charles Bar)
Salt & Pepper: From Vineyard to Table (Legacy Liquor Store)
Street Food City (Vancouver Street Food Association)

Thursday, January 26:
Act I, Eat 1: Calendar Girls (Cru Restaurant / Arts Club Theatre Company)
Dine Academy: Plugged-in Culinary Tour of Granville Island (Pacific Institute of Culinary Arts)
Dine Academy: Granville Island Culinary Market Tour (Edible Canada)
Dine Academy: Gastown Craft Beer Culinary Tour (Vancouver Food Tour)
Salt & Pepper: From Vineyard to Table (Legacy Liquor Store)
Street Food City (Vancouver Street Food Association)

Friday, January 27:
Act I, Eat 1: Hot Pepper, Air Conditioner, and the Farewell Speech (The Irish Heather / PuSh Festival)
Dine Academy: Tour of Granville Island (Pacific Institute of Culinary Arts)
Dine Academy: Granville Island Culinary Market Tour (Edible Canada)
Dine Academy: Gastown Craft Beer Culinary Tour (Vancouver Food Tour)

Saturday, January 28:
Act I, Eat 1: Missing Employee (Cento Notti / PuSh Festival)
Dine Academy: Pearls & Cocktails (Swallow Tail Supper Club)
Dine Academy: Granville Island Culinary Market Tour (Edible Canada)
Dine Academy: Chinatown Culinary Tour (Edible Canada)
Dine Academy: Gastown Craft Beer Culinary Tour (Vancouver Food Tour)
Secret Supper Soirée (Swallow Tail Supper Club)

Sunday, January 29:
Dine Academy: Granville Island Culinary Market Tour (Edible Canada)
Dine Academy: Gastown Craft Beer Culinary Tour (Vancouver Food Tour)
Salt & Pepper: Pop-Up Salsa (Provence Mediterranean Restaurant)
Salt & Pepper: Sausages & Rosés (Abigail’s Party)

Monday, January 30:
Act I, Eat 1: Do You Want What I Have Got? A Craigslist Cantata (Dockside Restaurant / Arts Club Theatre Company)
Dine Academy: Plugged-in Culinary Tour of Granville Island (Pacific Institute of Culinary Arts)
Dine Academy: Granville Island Culinary Market Tour (Edible Canada)
Dine Academy: Gastown Craft Beer Culinary Tour (Vancouver Food Tour)
Salt & Pepper: Farmer, Butcher & Chef (Fraiche Restaurant)

Tuesday, January 31:
Dine Academy: Plugged-in Culinary Tour of Granville Island (Pacific Institute of Culinary Arts)
Dine Academy: Granville Island Culinary Market Tour (Edible Canada)
Dine Academy: Hawaiian Cocktail & Waikiki Pupus (Quince Handcrafted Cuisine)
Dine Academy: Gastown Craft Beer Culinary Tour (Vancouver Food Tour)
Salt & Pepper: Farmer, Butcher & Chef (Fraiche Restaurant)

Wednesday, February 1:
Dine Academy: Plugged-in Culinary Tour of Granville Island (Pacific Institute of Culinary Arts)
Dine Academy: Granville Island Culinary Market Tour (Edible Canada)
Dine Academy: Gastown Craft Beer Culinary Tour (Vancouver Food Tour)
Salt & Pepper: From Vineyard to Table (Legacy Liquor Store)

Thursday, February 2:
Dine Academy: Plugged-in Culinary Tour of Granville Island (Pacific Institute of Culinary Arts)
Dine Academy: Granville Island Culinary Market Tour (Edible Canada)
Dine Academy: Indian Bar Snacks (Quince Handcrafted Cuisine)
Dine Academy: Gastown Craft Beer Culinary Tour (Vancouver Food Tour)
Brasserie Mystère (Kronenbourg 1664)
Salt & Pepper: From Vineyard to Table (Legacy Liquor Store)

Friday, February 3:
Act I, Eat 1: El Pasado es un Animal Grotesco (Salt Tasting Room / PuSh Performing Arts Festival)
Dine Academy: Plugged-in Culinary Tour of Granville Island (Pacific Institute of Culinary Arts)
Dine Academy: Granville Island Culinary Market Tour (Edible Canada)
Dine Academy: Gastown Craft Beer Culinary Tour (Vancouver Food Tour)
Event Descriptions:

- **Act I, Eat 1.** The PuSh Performing Arts Festival and the Arts Club Theatre Company present long table dining paired with guaranteed seats to award-winning theatrical performances. Pairings include:
  - Calendar Girls (Stanley Theatre) and Cru Restaurant ($105 - includes three-course dinner at Cru Restaurant, performance (A-category seat), HST, gratuity and ticket fee).
  - Hot Pepper, Air Conditioner, and the Farewell Speech (SFU Woodwards) and The Irish Heather ($50 - includes three-course dinner at The Irish Heather, performance, HST, gratuity and ticket fee).
  - Looking for a Missing Employee (The Roundhouse) and Cento Notti ($78 - includes three-course long table dinner at Cento Notti, performance, HST, gratuity and ticket fee).
  - Do You Want What I Have Got? A Craigslist Cantata (Revue Stage) and Dockside Restaurant ($78 - includes three-course dinner at Dockside Restaurant, performance (A-category seat), HST, gratuity and ticket fee).
  - El Pasado es un Animal Grotesco (SFU Woodwards) and Salt Tasting Room ($50 - includes three-course dinner at Salt Tasting Room, performance, HST, and gratuity ticket fee).

- **Brasserie Mystère.** Presented by Kronenbourg 1664, this exclusive event features a gourmet dinner prepared by a renowned chef in a secret location, and paired with Kronenbourg 1664 beer. Hopeful diners can visit www.k1664brasserie.ca and enter to win seats to the event. Winners are selected by random draw from the total list of eligible RSVPs received, and will be contacted directly with more details. (Free).

- **Dine Academy.** A daily selection of culinary classes, demonstrations and insider tours led by seasoned professionals. On the menu:
  - Chinatown Culinary Tour (Edible Canada). Participants are guided through the historic streets and hidden alleys of Vancouver’s food-centric Chinatown district, providing information about historical buildings and heritage landmarks. The way, participants visit and sample from herbal stores, meat shops, bakeries and more. ($30 – includes two-hour tour and samples. HST not included).
  - Gastown Craft Beer Culinary Tour (Vancouver Food Tour). Guests are offered a taster of Gastown’s burgeoning craft beer scene during this beer-focused adventure. Each stop reveals another tidbit about beer culture in Vancouver, the brewing process, proper beer and food pairings and more. ($85 – includes four beer tastings, food pairings, guided walking tour and HST. $4 handling fee not included).
  - Granville Island Culinary Market Tour (Edible Canada). During this two-hour journey, participants are taken to the best places to shop and sample on foodie-centric Granville Island. ($25 - includes two-hour market tour and tastings, tote bag, tips on food selection and preparation, a bottle of water and 10% off purchases at the Edible Canada retail store. HST not included).
  - Hawaiian Cocktail and Waikiki Pupus (Quince Handcrafted Cuisine). Participants learn how to make three Waikiki dishes, including North Shore fish tacos, Ahi tuna poke, a Hawaiian cocktail and more. ($40 – 1 hour, HST not included).
  - Indian Bar Snacks (Quince Handcrafted Cuisine). Participants learn how to make popular Indian snack foods, including peanut masala, buttermilk pakora, an Indian cocktail and more. ($40 – 1 hour, HST not included).
  - Japanese Izakaya with Chef Phong Vo of Electric Owl (Quince Handcrafted Cuisine). Participants learn how to make Japanese pub-style food, including Asari sake miso soup, prawn tempura and more. ($95 – 3 hours, HST not included).
  - Pearls & Cocktails (Swallow Tail Supper Club). Descend to an underground bar and learn the art of cocktail mixing and oyster shucking courtesy of Swallow Tail Supper Club, Curious Oyster Catering and experimental bartender Łódżu. ($99 - includes four cocktails and four oysters, cocktail and shucking instruction and takeaway syllabus with cocktail recipes and information on oysters. HST and ticketing fee not included).
  - Plugged-In Culinary Tour of Granville Island Market (Pacific Institute of Culinary Arts). Led by an internationally trained chef instructor, plug in a headset and work up your appetite wandering through the Granville Island Public Market. ($48 - includes a 1.5 hour chef-led walking tour, hot beverage and fresh-baked treat, canvas tote and a three-course lunch at Bistro 101, with optional BC Wine flight. HST not included).
  - Year of the Dragon – Chinese Dim Sum and Japanese Sake class (Quince Handcrafted Cuisine). Participants learn how to make traditional dim sum dishes, including steamed BBQ pork buns, shrimp dumplings, artisan sake pairings and more. ($40 – 1.5 hours, HST not included).

- **Plated and Paired at the Public Market** (Granville Island). During Dine Out Vancouver’s opening event, live jazz adds to the ambiance as guests experience the unique night-time atmosphere of the Granville Island Public Market. The experience includes tantalizing tastes prepared by the Island’s talented chefs and suggested pairings with BC VQA wines. ($38 – 2 hours. Six participating restaurants, 11 participating wineries. Includes HST and ticketing fees).

- **Secret Supper Soirée** (Swallow Tail Supper Club). Participants hop aboard a Vancouver Trolley for a culinary tour that features two secret locations. A sold out event last year. ($129 – includes five courses, four drinks, transportation. HST not included).

- **Street Food City** (Vancouver Street Food Cart Association). This event brings Vancouver’s top food carts together in one convenient location, allowing diners to sample from the city’s best. Location TBA).

- **Salt & Pepper.** This spicy selection of food-centric events is guaranteed to add flavour to your festival experience. Events include:
  - The Chef’s Table (Culinary Capers Catering Kitchen). The 2011 International Caterers Associations’ Chef of the Year, Margaret Chisholm, prepares a feast in her commercial kitchen at Culinary Capers providing a rare insider look at one of the world’s top catering chefs in action. ($150 – 3 hours, includes five course dinner, wine pairings and gratuity. HST not included).
- **Classic Childhood Favourites.** Take a taste down memory lane with dinners just like Mom used to make, served with cocktails modelled after neighbourhood juice stands. ($35 – 2.5 hours, HST and gratuity not included).

- **Farmer, Butcher, & Chef.** Join a farmer, a butcher and Fraiche Restaurant's very own Chef Jefferson Alvarez for an evening devoted to top quality meats from local farms, butchered in-house and cooked to perfection. $65 – 3 hours, includes butcher demonstrations, three-course dinner and a glass of wine. HST/gratuity no included).

- **Pop-Up Salsa (Provence Mediterranean Restaurant).** Savour flavourful Cuban dishes, then dance the night away. ($45 – 3 hours, includes dinner, tax and gratuity).

- **Sausages and Rosés (Abigail's Party).** Enjoy handcrafted sausages from B.C.'s best sausage makers, paired with exquisite BC VQA rosé wines. ($30 – 3 hours, includes eight handmade sausages with paired accompaniments and eight BC rose wine tastings. HST/gratuity not included).

- **From Vineyard to Table (Legacy Liquor Store).** Sample some of the finest BC VQA wines, perfectly paired with delightful canapés and appetizers. ($60 – includes five wine tastings and paired canapés, HST and gratuity. Ticketing fee not included).

**Images and logos:** Available upon request.

**Media contact:**
Amber Sessions
Manager, Travel and Trade Media Relations
Ph: 604.631.2870
E: asessions@tourismvancouver.com