Beaujolais Nouveau Day in Beaujolais. La Battalla de Vino in Rioja. Oktoberfest in Munich. Many of the world's most famous regions for food and drink have fortified their reputation with an exciting annual ritual. Sadly, Virginia has nothing of the sort.

But that's changing. And we need your help.

VIRGINIA WINE

HARVEST PARTY

VIRGINIA'S HOME-GROWN HOLIDAY

Harvest Party is a day for the Commonwealth to come together to toast the richness of our region. Where people in the city, the country and on the shore gather in restaurants, vineyards, private homes and open fields for a feast of Virginia-grown food and wine.

WHY?

Because today's traditions have too many rules and no local color. We deserve a day to reclaim our relationship with the land and celebrate what makes us, us.

WHEN

SATURDAY OCTOBER 19

With the potential for mini-events the week leading up to it.

HOW TO HARVEST PARTY

On Saturday, October 19, plan a feast at your vineyard. The size, scale and level of sophistication are entirely up to you. Regardless, the event should feel festive and relatively casual. Below are a few suggested formats. Choose one or combine aspects of each (for example: prepare a main dish yourself and supplement it with sides from a potluck). Additionally, it may make more economic and logistical sense to join forces with another nearby winery or two.

House-Hosted Harvest Party

For wineries willing and able to provide a full menu through their own kitchen or outside caterer. See the Harvest Party Menu Guide for inspiration and consider the following suggestions.

Keep it informal – Harvest Party should feel more like a communal feast than a stuffy wine dinner.

Flat fee – Amplify the festive, informal atmosphere by charging a flat fee (at least for the food, if not for both food and wine).

Special guests – Invite a farmer or highlight your winemaker who can speak to what's on the table and what it took to get it there, and/or a local influencer to share the event via social media.

Communal cooking – Stir up excitement with a large-scale and/or open-air preparation (think: spit-roasted lamb, whole-hog BBQ, clam bake, paella, etc.).

Make it festive – Liven up your harvest party with local decor and themed table settings. Find a Virginia playlist. Make your harvest party unique with your favorite tributes to Virginia.

Food Truck Park

For some wineries, food trucks may be the most viable option. If so, please choose options that align with the Harvest Party concept (see the Harvest Party Menu Guide). To maximize the feeling of a feast, we encourage having multiple trucks arranged around a communal sitting area where guests can eat and drink together.

Partner with a Restaurant

Consider partnering with a local restaurant to co-host a Harvest Party dinner. The dinner would take place at the restaurant (following the same suggestions mentioned above), and you would provide the wine. Encourage your winemaker to attend the event to speak about the wines being featured and what Harvest Party means to them.

HARVEST PARTY MENU GUIDE

Source local

The purpose of Harvest Party is to celebrate Virginia agriculture in all its forms. Ingredients should be sourced as locally as possible.

Celebrate Virginia

Recipes with a Virginia bend are encouraged as well. If you're in need of inspiration, visit our website for Virginia-centric dishes.

Make it your own

Ours is a diverse and always-evolving region – show us what Virginia means to *you*. Filter traditional dishes through your culinary creativity.

Share the story

Harvest Party is a tradition we're building together. Share your epic spreads, personal stories and perfect pairings on Instagram using the ***#HarvestPartyVA*** and ***#VAWine*** hashtags.

HARVEST PARTY PAIRINGS

There's room for wine of all kinds on the Harvest Party table, but it's a particularly good opportunity to feature your more approachable, ready-to-drink options. You may even consider having staff walking those featured wines around, to fill guests' glasses at the ready.

SCHWAG AND SUPPORT

The Virginia Wine Board Marketing Office can provide some Harvest Party-branded schwag to help amplify your festivities. Contact our office at **information@virginiawine.org** or **(804)-344-8200** to learn more.