

MARCH 6 – 10, 2019

# CHARLESTON

WINE + FOOD

# 2019 ANNUAL REPORT

CHSWFF



# HIGHER PURPOSE

To be a catalyst for connections that inspire curiosity  
through thoughtful storytelling + meaningful experiences  
with a sense of place.

# MISSION

To produce experiences that celebrate, educate,  
and promote the Lowcountry's diverse culinary  
+ hospitality community.





# VALUES

## People First

We believe that Charleston's culinary community has received world-wide recognition because of the people that live and work in our kitchens and dining rooms, on our farms, behind our bars, and in front of our guests. We are only as good as our city's talent and our festival partners.

## Community

Charleston's food culture is a national treasure, and Charleston Wine + Food exists as a cultural entity that unifies our city through culinary experience. We are fed by a contagious passion for the people and places that make Charleston worth celebrating.

## Diversity

Charleston Wine + Food believes that contributions of people with diverse personal characteristics (including but not limited to social status, race, ethnicity, religion, age, geographic location, sexual orientation, gender and type of disability) are valuable and influence our city's culinary industry. We strive to be inclusive and accessible.

## Good Stewardship

Charleston Wine + Food strives to be a good steward of our city and its foodways. Our priority is to create an annual economic injection that fuels Charleston's vibrancy and growth. In order to create positive economic impact for our local food + beverage community, we have formed strategic partnerships with the College of Charleston and One80 Place Training.





# TYPES OF EVENTS



22 Signature Events



29 Signature Dinners



20 Brunches + Lunches



31 Beverage Workshops



7 Excursions



12 Hands-On Classes



# CULINARY VILLAGE

Located in Marion Square, the Culinary Village is the heart + soul of the festival. Opening Friday of festival week at Opening Ceremony and continuing through Sunday, an all-inclusive daily ticket guarantees five hours of tasting, sipping, chef demos, live music, retail therapy, and more. This year's Culinary Village featured a brand new layout and was our most dynamic to-date.

3 days	21 breweries in the Beer Garden	6 Main Stage cooking demos
7 neighborhoods	19 wineries in the Corkyard	9 live musical performances
12,296 total guests	37 exhibitors in The Hub	20,720 lbs. of recycling diverted from the landfill
167 chef demos	30 exhibitors in the Artisan Market	12 local artist installations
72,000 bites of food	63 live-fire cooking experiences	





# TALENT



196 Charleston Chefs



176 Guest Chefs



81 Wine Professionals



65 Beer + Booze Experts



15 Farmers + Purveyors



32 Artists + Experts



# ABOUT OUR ATTENDEES



**25,746** TOTAL GUESTS

74% female / 24% male

90% college educated

58% household income of \$150k+

Average age 47

**11,741** OUT OF TOWN GUESTS

57% local / 43% non-local

14% first-time visitors to Charleston

Top 5 origin metro areas:

Charlotte

New York

Atlanta

Washington, DC

Columbia



*\*Data obtained from a survey distributed by College of Charleston Office of Tourism Analysis. Please note only a subset of ticket holders completed survey.*



# TRIP CHARACTERISTICS



## \$18.6M ECONOMIC IMPACT

*\*Measured economic impact over 5 days.*

Visitors spent an average of \$955 per person

Average travel party size: 4 people

3.8 night average stay

78% used paid accommodations

*\*Data obtained from a survey distributed by College of Charleston Office of Tourism Analysis. Please note only a subset of ticket holders completed survey.*

## IN THE MARKET FOR

*\*Guests plan to purchase the following in the next 12 months.*

92% wine

11% television

83% airline tickets

11% car

39% kitchen equipment /  
renovation

5% house in Charleston

33% hotel room / vacation  
rental





# BY THE NUMBERS



## 27,925 COMMEMORATIVE GLASSES

3,360 glasses of rosé poured in the Rosé Garden

25 events held outside of downtown area

21 oysters shucked per minute at Shucked

1st ever Silent Disco in the Culinary Village

14 Champagne bottles sabered at Opening Ceremony

## YEAR 14 IN REVIEW

131 events

372 chefs

146 beverage professionals

47 artists, experts, and purveyors

109 attending media





# BY THE NUMBERS

## FACEBOOK

2,251,563

Total impressions

23,339

Page likes

## INSTAGRAM

2,771,489

Total impressions

47,100

Followers

1,232,482 WEBSITE VIEWS

212,312 unique users

Average time spent on site: 3:11 minutes

Average of pages visited per visit: 3.8 pages

Top states driving website views:



146 MEDIA MENTIONS

Total impressions: 564,779,133

Top placements:



## TWITTER

329,840

Total impressions

27,415

Followers

## INSTAGRAM STORIES

934,830

Total impressions

534

Total stories posted

\*Data obtained by Charleston Wine + Food for the 2019 festival season, July 1, 2018 – March 31, 2019.



# GIVING BACK



## A TOTAL ONE80

3,258 lbs. of food donated to One80 Place

12 graduates + 8 trainees participated in paid externships

\$40,000 donated to the One80 Place Training

One80 Place graduate, Stefan DeArmon, represented Charleston and Charleston Wine + Food on the Kathie Lee & Hoda Show and in a packaged story on TODAY.com

## THE AWARD GOES TO...

*Annually, Charleston Wine + Food recognizes stand-out talent from our community + beyond.*

**Marc Collins Chef Award:** Kelly Franz, *Magnolias*

**Frank Stitt National Chef Award:** Ashley Christensen, *Poole's Diner, Beasley's Chicken + Honey, Bridge Club, Death & Taxes, and Fox Liquor*

**Laura Hewitt Culinary Legend Award:** Andrea Limehouse, *Limehouse Produce*

**Outstanding Beverage Contribution:** Chris Winn, *Tradesman Brewing Co.*





# SCHOLASTIC INITIATIVES



## SCHOLARSHIPS

In partnership with the College of Charleston, CHSWFF funds a four-year scholarship and a Senior Scholarship awarded to deserving students who intend to declare a major, minor, or concentration in Hospitality and Tourism Management.

Congrats to our 2018 – 2019 scholarship recipients:

Mary Cathryn Pope

Charlotte Donati

Olivia Forte

## INTERNS + FELLOWS

Our interns don't fetch coffee; they are an integral part of our team. We work with students from local colleges to provide mentorship opportunities and real-world work experience. Annually we partner with a senior College of Charleston communications class to offer them a capstone experience where they serve as CHSWFF's "agency of record."

10 interns

19 College of Charleston Fellows





# THANK YOU TO OUR PARTNERS

## PLATINUM

### OFFICIAL CREDIT CARD



### OFFICIAL VEHICLE



## PLATINUM NATIONAL MEDIA



## GRAND CRU



## FIVE STAR



Marriott Bonvoy Boundless™ Events – Your ticket to the unforgettable.  
More Points. More Possibilities. More of what you Love.

Step out of the kitchen into a world of culinary exploration at Travel.Eat.Repeat.  
Presented by Toyota

## FIVE STAR cont.



## FIVE STAR cont.



## EPICUREAN



## TOP CHEF



## MASTER SOMMELIER



## MEDIA



## RESTAURANT



FIG | The Ordinary | Circa 1886 | Magnolias | Blossom | The Darling Oyster Bar

## DISTRIBUTORS

Republic National Distributing Company | Breakthru Beverage Group | Southern Glazer's Wine & Spirits | Grapevine Distributors | Grassroots Wine Wholesalers | Southern Eagle Distributing | Milestone Beverage | Moët Hennessy USA | The Winebow Group | Curated Selections | Lee Distributors | Advantage Distributing | Sour Grapes | Bear Island Distributors | FOLIO Fine Wine Partners

## ACCOMMODATIONS



Belmond Charleston Place | The Mills House Wyndham Grand Hotel | Francis Marion Hotel | Residence Inn Downtown Riverview | Courtyard Charleston Waterfront | Wyndham Vacation Rentals | Zero George Street | The Dewberry | Homewood Suites by Hilton Charleston Historic District | Holiday Inn Charleston Historic Downtown | Embassy Suites Charleston Historic | Hampton Inn Charleston-Historic District | Hotel Bella Grace | Courtyard Charleston Historic District | Cambria Hotel Mount Pleasant | Springhill Suites Riverview

## HOST

The Wreck of the Richard & Charlene | The Schoolhouse | The Cedar Room | The Dewberry | Town of Mount Pleasant | The Culinary Institute of Charleston | LO-Fi Brewing | Graft Wine Shop | Wine & Company | The Gadsden House | Magnolia Plantation and Gardens | Anthropologie | Cigar Factory | The Woodberry Group | Weaver Capital Partners | Edmund's Oast | Hotel Bennett | Hotel Bella Grace

## FOODIE



Nueske's Bacon | Anson Mills | Halperns | La Farm Bakery | Martin's Potato Rolls | South Carolina Aquarium Good Catch | Gourmet Foods International | Certified Angus Beef | California Olive Ranch | Charleston Oyster Farm | Mepkin Abbey



A photograph of champagne bottles chilling in ice buckets. The bottles are wrapped in red ribbons and are partially submerged in ice. The background is a soft, out-of-focus bokeh of warm lights and green foliage, creating a festive and elegant atmosphere.

# THANK YOU

— for being a part of our story + making the 2019 festival the best one yet! —