

# Winefest

## FESTIVAL REPORT

CANMORE & EDMONTON

2026

# WHO WE ARE

ESTABLISHED IN 2008, WINEFEST IS THE PROUD PRODUCER OF ALBERTA'S LARGEST WINE-FOCUSED FESTIVALS, HELD IN EDMONTON AND CANMORE.

GUESTS ENJOY AN ALL-INCLUSIVE EXPERIENCE, SAMPLING HUNDREDS OF LOCAL AND INTERNATIONAL WINES OF EVERY VARIETY, PERFECTLY PAIRED WITH A CURATED SELECTION OF SWEET AND SAVOURY HORS D'OEUVRES, AND A TAKE-HOME WINE GLASS.



# FESTIVAL STATS

## CANMORE

*400 Attendees*

*30 Booths*

*4 Sponsors*

## CONSUMER PROFILE



~68% AGED 42-65

~90% EARNING \$100K+ ANNUAL INCOME



~61% WOULD PURCHASE  
WINE TASTED AT THE FESTIVAL



# FESTIVAL STATS

## EDMONTON

*2,400 Attendees*

*60 Booths*

*5 Sponsors*

## CONSUMER PROFILE



~66% AGED 30-50

~69% EARNING \$100K+ ANNUAL INCOME



~81% WOULD PURCHASE  
WINE TASTED AT THE FESTIVAL



# ONLINE AUDIENCE



**4,600+**

**86% FEMALE**

**67% AGE 35-54**



**7,100+**

**82% FEMALE**

**68% AGE 25-44**



**45,000+**

**60% FEMALE**

**AV. AGE 35-44**

# 2026 MEDIA

Winefest worked with some of the top media outlets in Alberta, including:

Global Edmonton, 630 CHED, Avenue Magazine, Edify Magazine, Dished Edmonton, Curiosity Edmonton, CULTR Edmonton, Datenight YEG, Rocky Mountain Outlook, Bow Valley Insider, Explore Edmonton, The Weather Network, To Do Canada, Local Influencers

**TOTAL IMPRESSIONS: 4.4M**

**Total Earned Media Hits: 30**



# 2026 INFLUENCERS

Winefest partnered with some of the top local influencers in 2026, here are a few examples:

@MSHANGRYFOODIE



@DATENIGHTYEG



@ACHEATDAYEVERYDAY



@CUTE.YEG.EATS



# LOVE NOTES

FROM OUR CONSUMER SURVEY:

*"I LOVE THE ARRAY OF DIFFERENT WINES! THINGS THAT I HAVEN'T TASTED BEFORE AND THAT INSPIRE NEW PURCHASES."*

*"IT WAS EXCELLENT! ALL OF THE FOOD WAS DELICIOUS AND THE CHOICES OF WINE WERE SUPERB."*

*"I WOULD HIGHLY RECOMMEND WINEFEST TO A FRIEND. THE DIVERSE WINE SELECTION, SMOOTH ENTRY PROCESS AND OVERALL ENJOYABLE EXPERIENCE MAKE IT A FANTASTIC EVENT WORTH SHARING."*



# 2026 HIGHLIGHTS



CHECK OUT A HIGHLIGHT REEL OF OUR EVENTS: <https://www.instagram.com/reel/C3yArwvpNIJ/>

# COMMUNITY IMPACT

Winefest is proud to collaborate with Alberta charities to support meaningful initiatives that benefit our local communities.

Winefest donated \$2,550 and 252lbs of food to the Edmonton Food Bank and \$1,931 to STARS Critical Care.



# SPONSORS & PARTNERS

WE EXTEND OUR SINCERE THANKS TO ALL OF OUR 2026 SPONSORS,  
WHOSE GENEROUS SUPPORT PLAYED AN INTEGRAL ROLE IN THE  
FESTIVALS SUCCESS.

