

**ROCKY MOUNTAIN
WINE & FOOD
FESTIVAL**

2025 CALGARY & EDMONTON

FESTIVAL REPORT

WHO WE ARE

SINCE LAUNCHING IN 1998, ROCKY MOUNTAIN WINE & FOOD FESTIVAL (RMWFF) REMAINS ALBERTA'S LARGEST AND MOST BELOVED FOOD & ADULT BEVERAGE EVENT.

RMWFF BRINGS TOP-NOTCH WINERIES, BREWERIES, DISTILLERIES, RESTAURANTS, HOTELS & MORE TOGETHER TO SHOWCASE THEIR BEST SIPS AND BITES TO AN ENERGETIC AND DISCERNING TARGET MARKET. FESTIVAL GUESTS EXCHANGE SAMPLING COUPONS FOR SIPS AND BITE-SIZED SAMPLES AT EACH BOOTH.



FESTIVAL STATS

CALGARY

8,200 Attendees

190 Booths

5 Sponsors

EDMONTON

8,500 Attendees

173 Booths

5 Sponsors

CONSUMER PROFILE



AVERAGE AGE 26-50

OVER 65% EARNING \$100K+ ANNUAL INCOME



98% WOULD PURCHASE A BEVERAGE TASTED AT THE FESTIVAL

94% WOULD VISIT A PARTICIPATING RESTAURANT



ONLINE AUDIENCE



9,700+

83% FEMALE

68% AGE 35-54



13,900+

80% FEMALE

68% AGE 25-44



45,000+

60% FEMALE

AV. AGE 35-44

2025 MEDIA

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

Global Edmonton, Global Calgary, Global Lethbridge, Newstalk 770 CHQR, CTV News Calgary, City Edmonton, 630 CHED, Sports 1440, Avenue Magazine, Edify Magazine, Dished Edmonton, Curiosity Edmonton, Dished Calgary, Curiosity Calgary, Daily Hive Calgary, Datnight YEG, Datnight YYC, Pattison, Bell Media, Explore Edmonton, The EST Hangout, Local Influencers

TOTAL IMPRESSIONS: 36.6M

Total Earned Media Hits: 36



2025 INFLUENCERS

RMWFF partnered with some of the top local influencers in 2025, here are a few examples:

@MSHANGRYFOODIE



@MISSVICTORIACLARK



@YEGVENTURES



@WANDERINGINYC



LOVE NOTES

FROM OUR CONSUMER SURVEY:

"IT'S ALWAYS GREAT TO SHOW SOMEONE NEW WHAT'S BEEN GOING ON IN THEIR OWN CITY FOR 25+ YEARS. MY GUESTS RAVED ABOUT IT!"

"IT WAS AN ADVENTURE! ENJOYED EXPLORING, EXHIBITORS WERE RESPONSIVE, TABLE MATES WERE FUN! SET-UP WORKED. IT WAS EASY TO GET AROUND. STAFF WERE HELPFUL. IT WAS ENJOYABLE TO MEET PEOPLE AND SHARE EXPERIENCES."

"I'M REALLY GRATEFUL FOR THIS FESTIVAL, I'M A LOVER OF WINE AND I ALWAYS LIKE TRYING NEW THINGS. I LIKED HOW SPACIOUS IT WAS AND THE DIFFERENT OPTIONS OF WINE TO SELECT FROM. EACH STAFF MEMBER WAS KIND AND KNOWLEDGEABLE."



2025 HIGHLIGHTS



CHECK OUT A HIGHLIGHT REEL OF OUR EVENTS: <https://www.instagram.com/p/DRu-CAOkr3V/>

COMMUNITY IMPACT

RMWFF IS PROUD TO COLLABORATE WITH ALBERTA CHARITIES TO SUPPORT MEANINGFUL INITIATIVES THAT BENEFIT OUR LOCAL COMMUNITIES.

Donations include \$3,000 and 338lbs of food to the Calgary Food Bank, \$2,900 and 371lbs of food to the Edmonton Food Bank and over \$18,020 to STARS Critical Care.



SPONSORS & PARTNERS

WE EXTEND OUR SINCERE THANKS TO ALL OF OUR 2025 SPONSORS,
WHOSE GENEROUS SUPPORT PLAYED AN INTEGRAL ROLE IN THE
FESTIVAL'S SUCCESS.

