



# WICKED WINE STROLL

SAT | OCT 19, 2024 | 2-5PM

Wicked Wine Stroll  
Winery  
Registration Form

We are excited to kickoff another Wicked Wine Stroll and would like to invite you to join as one of our tasting partners! Please read below to see requirements to participate and then complete the application and turn in to register.

*This annual event lets visitors taste wine from over 20 Lodi appellation wineries while strolling through the downtown businesses! Each downtown merchant hosting a winery will feature special sales for the evening, as well as tasty appetizers. Tickets include a commemorative wine glass, tastings, and appetizers. We also sell Designated Driver tickets to keep our strollers safe. They receive free water and soda and can enjoy the appetizers at each participating merchant.*

## **Requirements for Winery Participation:**

- Agree to partner with a downtown merchant and provide wine tasting to stroll attendees from 2-5pm. Setup a pouring station with product and staff at downtown business to provide tasting to hundreds of strollers.
- Bring Tasting Wine.** Please provide 3 cases of wine to pour for strollers at the event. This is a tasting and not a pour!
- Bring Needed Tasting Equipment.** Please provide wine, wine buckets, ice, table dump bucket, wine openers and winery logo'd table cloth. The merchant will provide a space with table or counter to setup on. They will also provide an appetizer to strollers. Feel free to reach out and offer pairing suggestions based on wine to be poured.
- Setup by 1pm.** Please be at your merchant location NO LATER than 1pm day of event. Make sure you are all setup and ready to go by 1:00pm. Get there early and make sure you and the merchant connect on setup.
- Post ABC Daily License on Winery Table in plain sight.** We will provide this license day of. Please post this on your pouring table so that it is visible. The merchants will staff people at the exits along with a dump bucket. Remind strollers that they CANNOT leave the establishment with wine in their glasses. Feel free to bring your own dump bucket for table.
- Look for wristbands.** Participants will have a specific color wristband on (color will be provided on day of instructions sheet). Their I.D. has been verified at one of the check-in locations. WWS glasses are also given at check-in and you should not pour in any other kind of cup. Do not pour to anyone without that wristband. Designated Driver participants will have a Lodi Chamber logo hand stamp. Non-Alcoholic beverages are available at any of the check-in locations, which are indicated on the wine stroll map. DO NOT POUR FOR ANYONE WITH JUST THE HAND STAMP. They are allowed to enjoy the appetizers. ..
- Decorate!** We encourage our merchants to decorate and theme it out with their winery partners. Get in touch with them early and see how you can match with costumes, colors, theme, etc...

More instructions will be provided day of to remind you. Please reach out with any questions. We will pair you with your merchant after September 8th so you can work together on food, decoration theme and setup.

**Timeline: Saturday, October 19th, 2024** Before 1pm – Decorate time + instructions, signs, licenses and dump buckets dropped off. 5:00pm – Winery MUST be at location to setup 1:00pm – Check-in Begins at designated locations (Chamber + 2 other merchants) 2:00pm – Stroll Starts 5:00pm – Stroll Ends

# WICKED WINE STROLL WINERY REGISTRATION FORM

The winery listed below has agreed to provide a wine tasting at a downtown establishment from 2:00-5:00p.m. Saturday, October 19th 2024, and will provide the product and pouring staff. By signing the form below, the winery agrees to the responsibilities listed on the previous page.

Complete the form below to participate as a Winery:

Winery Name :

Contact Name :

Day of Contact :

E-Mail :  Phone :

(print name)

Authorized Agent :

Signature :

If you have preferred merchants you would like to pour with, please list below. We will TRY to accommodate your request; however, we cannot promise the pairing.

Preferred Merchant #1 :

Preferred Merchant #2 :

To participate please complete the form and turn in no later than September 19th, 2024.

**Return Applications by email/drop off or mail to:**

Lodi Chamber of Commerce  
35 S. School Street, Lodi CA, 95242  
frontdesk@lodichamber.com  
209-367-7840

**Bonus:** As a token of our appreciation we will provide 2 tickets for the merchants and 2 tickets for the wineries to use as you would like.