



BC SEAFOOD

FESTIVAL & EXPO

2019 Partnership and
Collaboration in Celebration
of British Columbia
Seafood



2019 BC SEAFOOD EXPO KEY STATS

Total
Attendance

473

Delegates

325

Speakers

28

Conference
Sessions

12

Media

10

Tradesho
w
Booths

41

B2B
Meetings

385

Countries

12

Int'l Buyers
Delegation

69

Sponsors

29

Seafood
Producer Site
Visits

14

2019 BC SEAFOOD FESTIVAL SIGNATURE WEEKEND KEY STATS

Signature
Weekend Event
Attendance

5,700+



11,000
Social Media
Post
Reactions

Unique pageviews to all the
pages on BCSeafoodFestival.com
from April to June 16

193,378

Total Ad
Impressions

16M

Chefs
40+

Booths

Food: 11
Beverage: 11
Interactive: 16

Media
15+

MEDIA AND CONSUMER LAUNCH EVENTS

Launch events were held in Vancouver onboard the Pacific Yacht, attended by 200+ media, major sponsors, government officials, seafood and culinary tourism industry leaders. A new Victoria launch event was held in partnership with Buy BC and Sobey's (Thrifty's) at the new Langford store generating extensive consumer attendance and media awareness about the attending BC Seafood Festival Chefs, the coming Festival and its seafood producers and products. Both events had the honour of seeing Lana Popham, Minister of Agriculture attend to welcome guests.



MEDIA – CAST YOUR BC NET DEEPER

The annual BC Seafood Festival garners strong media interest from around BC and Canada from editors, writers, broadcasters, bloggers and influencers. Key media outlets profiling the 2019 BC Seafood Festival included *Times Colonist*, *Vancouver Sun*, *Eat North Magazine*, *BC Business Magazine*, *Georgia Straight Magazine*, *BC Living Magazine*, *My VanCity*, *SeaWest News*, *Foodology.ca*, *HOME Victoria*, *Black Press Media*, *CKNW Radio* and *Forbes.com*, and *Filopino Post*. Additionally, the Festival welcomed media guests from key outlets including New York Times Travel, China, Vancouver is Awesome, Business Examiner and CAIFU Magazine.

TIMES COLONIST

THE GEORGIA
straight
PROGRESSIVE'S GUIDE TO ENTERTAINMENT DISTRICT

Forbes

SeaWestNews

**VANCOUVER
IS AWESOME**





FESTIVAL & EXPO OVERVIEW

The BC Seafood Festival brings forth the passion and excitement of British Columbia's seafood producers, top Chefs who love working with seafood and guests from far and wide who come to celebrate the best seafood in the world. Throughout the Festival, guests climb aboard boats to visit deep water oyster farms, pull up chairs to exquisite seafood feasts, taste seafood with wine at numerous pairing events, learn how to shuck an oyster or get up close with geoducks.

The BC Seafood Festival is proud to have become the largest seafood Festival in Western Canada. The 13 year old Festival, is held in the Comox Valley, Vancouver Island, where the surrounding ocean waters produce the most shellfish in BC and the most oysters in Canada.

The Festival, originally started by the BC Shellfish Growers Association as a one day event, today features ten days and 85+ satellite events including educational tours, stunning seafood dinners, master classes, and fast-paced competitions. The BC Seafood Expo, the largest seafood industry conference and trade show in BC, attracts seafood producers, leaders, and top educational institutions from the Pacific Northwest, plus 47+ seafood buyers from around the world as part of the Ministry of Jobs, Trade and Technology and Global Affairs Canada delegation. In total, over 6,200 guests and delegates attended.

Major sponsors and partners supported the expansion including FortisBC, Coast Capital Savings, Air Canada, Ocean Wise, Garland Canada among many others.

BC SEAFOOD EXPO

Total attendance for the 2019 BC Seafood Expo was 470+ which is comprised of delegates, speakers, exhibitors, and the largest international buyers delegation to date supported by Global Affairs and the BC Ministry of International Trade. New to the Expo this year was the introduction of a Business to Business (B2B) meeting platform to allow for and encourage more interaction between the international buyers delegation and seafood producers. 385 meetings were conducted utilizing the system. Initial survey results from Expo attendees feature a net promoter score of 21 which is considered in the “good” range.





DOCK DAYS

A robust new Dock Days weekend was established for the first weekend of the Festival. Together with the Comox Harbour Authority, in conjunction with harbour user groups, businesses and events held numerous water-based races, dock tours of the wild fisheries fleet, information stations, live music and a Beer Garden to drive more awareness to the harbour and its diverse wild fisheries and activities.



SIGNATURE WEEKEND HIGHLIGHTS

Shucked! Oyster Bar Happy Hour | Sold out

Gala Dinner | Sold out

Signature Weekend Day Events | Sold out

Baked n' Boiled Kitchen Party | Sold out

Bounty! Seafood Brunch Cookout | Sold

out

Junior Chef Challenge | 4 competing junior chefs | Winner received \$1000 RESP provided by Mindset Wealth, Hollis Wealth

FortisBC BC Seafood Festival Chef Challenge | 12 competing chefs with top-of-the-line kitchen provided by Garland Canada | \$5000 1st place, \$1500 2nd place

Fanny Bay Oyster Shucking Championship | Partnership with PEI Shellfish Festival | \$2500 1st place plus Air Canada return trip, \$750 stipend and accommodations in PEI, \$1000 2nd place, \$500 3rd place

Ocean Wise Chowder Challenge | Celebrating seafood sustainability | Prize was all expense paid trip to Vancouver, plus Ocean Wise Membership

Best Caesar in Town | Presented by Chances Casino | Prize was \$500 cash

Ceviche! Ceviche! Ceviche MasterClass! | Sold out



TALENT - THE CHEFS

Hundreds of renowned BC, Canadian and International Executive Chefs have participated in the BC Seafood Festival, BC Seafood on Your Plate program and the extensive line up of Demonstrations, Competitions and Events.



SHUCKED!

CANADA'S LARGEST OYSTER BAR HAPPY HOUR

Shucked was the kick-off event for the 13th annual BC Seafood Festival! This premier TGIF happy hour showcased an extensive line-up of British Columbia oyster producing families and businesses, in partnership with the BC Shellfish Growers Association, as they shucked perfectly plump, ice cold, sustainable slurp-tastic oysters at roving, longboard stations.

The 2019 line-up of award-winning oyster producers included: Effingham Oysters, Mac's Oysters Ltd., Fanny Bay Oysters, Stellar Bay Shellfish, Sawmill Bay Shellfish, Silent Harvest, and K'awat'si Shellfish as they showcased the unique characteristics and flavours of this renowned product from the BC coastline. Also in attendance, Scott Bordignon (aka Big Shucker) and Shucker Paddy who showed off his Guinness Book of World Record's shucker skills!



GALA DINNER

The signature event of the Festival, and the longest running, established 13 years ago by the BC Shellfish Growers Association to celebrate and recognize the hard working shellfish producers, and top Chefs. The 2019 Gala Dinner featured 15 top BC chefs, which grew to and sold out with 430 guests who enjoyed complimentary cocktails prepared by award winning mixologists and a seafood feast to remember.



CEVICHE! CEVICHE! CEVICHE MASTERCLASS!

A sold out event that provided the opportunity to become a Ceviche Master and learn from the best! Two of the province's top seafood chefs let guests in on the tricks of their trade for creating a seafood ceviche that would be the talk of countless summer parties to come! Of course, there was plenty of delicious samples to preview.



NEW! THE WORLD IS YOUR OYSTER MASTERCLASS

Take the world's fastest oyster Shucker, Guinness Book of World Record holder Shucker Paddy, add some fresh BC oysters, a grill, some sauce, a bit of spice and some Wayward Gin and what do you end up with? A hands-on cooking class you won't find anywhere across the 7 seas except at the BC Seafood Festival.

Guests joined Shucker Paddy and learned the basics of oysters: the Big 5 species, understanding their merroir, and more. Guests rolled up their sleeves and got inside tips on how to buy, handle, shuck and present their favourite oysters at home.





FORTISBC BC SEAFOOD FESTIVAL CHEF COMPETITION

This competition brought top BC Chefs together for this head to head black-box competition, with six heats to vie for the top prize of \$5000 provided by FortisBC, and runner up prize of \$1500.

The following restaurants' Chefs competed in a series of heats including:

Chris Andraza, Fanny Bay Oyster Bar; Ricardo Valverde, Ancora; Derek Bendig, The Wildflower, Fairmont Chateau Whistler; Bobby Milheron, West Restaurant; Eva Chin, Boulevard Kitchen & Oyster Bar; Tabitha Ramsey, Match Eatery & Public House; Aaron Rail, Kingfisher Oceanside Resort & Spa; Jesse Weimer, Locals Restaurant; Rob Schreier, Land & Sea Brewing; Sonam Pongsang, 1410 World Bier House, Alex Lavroff, Garden Bistro at O'Rourke's Peak Cellars; and Ryan Bissell, Villa Eyrie Resort.

Judges included:

Quang Dang, Toptable Group; Sabine Dhaliwal, Pourhouse Vancouver; Hamid Salimian, Vancouver; and Tim Pawsey, Hired Belly.



FANNY BAY OYSTERS SHUCKING CHAMPIONSHIP

The largest shellfish producer in western North America presents this competition, one of the oldest of the Festival.

Shuckers from throughout BC from numerous restaurants, oysters bars and pubs compete for a chance to be the winner. Mike Osborne, Harbour Oyster + Bar, took first place winning \$2500 plus a spot in the PEI Shellfish Festivals' Raspberry Point International Shucking Competition, including flights sponsored by Air Canada, accommodations and a \$750 stipend. Johnathan Merrill, Salt & Earth Catering Co., took second place winning \$1000 and third place went to Calvin Shiu, Fanny Bay Oyster Bar, winning \$500.



BAKED N' BOILED! KITCHEN PARTY

Break out the fiddles when East Coast meets West Coast at a good old fashioned seafood boil! Simmering pots were chock-full of local shellfish and were tasty sides to go with. Plus craft-spirit tastings and, of course, plenty of music from The WhiskeyDicks!





BOUNTY! SEAFOOD COOKOUT BRUNCH

Top Chefs, mixologists, sponsors and guests participated in this not-so-typical Sunday morning brunch!

Participants got to rub shoulders with, and be schooled by Chef Nathan Fong and Chef Quang Dang. During this hands-on, intimate VIP cooking experience guests created AND enjoyed their own seafood chowder!

Two award-winning Mixologists, Sabrine Dhaliwal, UVA Wine & Cocktail Bar, Vancouver and Amber Bruce, Keefer Bar, Vancouver, prepared cocktails to set-off this brag-worthy seafood in style.



OCEAN WISE CHOWDER CHALLENGE

Lead by Vancouver Aquarium Ocean Wise, via a long-standing partnership with the Festival, this competition showcases the importance of seafood sustainability practices, while also bringing attention to their Ocean Live event practices in environmental and marine stewardship.

The competition draws numerous BC restaurant Chefs and Sous-Chefs to compete in securing a spot in the Ocean Wise Chowder Chowdown held annually in Vancouver. The 2019 Ocean Wise Chowder Challenge winner was Chef Florencia Gomez Quinteros, Wildflower at Fairmont Chateau Whistler with runner-up Chef Alex Lavroff, Garden Bistro at O'Rourke's Peak Cellars.



BEST CAESAR IN TOWN COMPETITION

Mixologists to bartenders go glass-to-glass in this fast paced competition where the wildest and most creative Caesars are auctioned off as a fund raiser, and judges with discerning pallets vote for top-Caesar! Chances Playtime (Courtenay) and Wayward Distillation House were generous sponsors in 2019. Bragging rights and top prize \$500 cash, went to Damien Famelart, Fanny Bay Oysters.

\$1000 in funds was raised for YANA -\$500 from sales of the 4th caesar from each competitor and a matching \$500 donation from Chances Courtenay!



ALL-NEW JUNIOR CHEF CHALLENGE

Four junior chefs competed for the chance to win an amazing \$1,000 RESP contribution provided by Mindset Wealth, HollisWealth, a division of Industrial Alliance Securities Inc. Their mission? To transform BC seafood ingredients into a symphony of flavour.

Wait there's more - they had to include a surprise ingredient in their dish. With only 45 minutes to perfect their creations the junior chefs impressed judges with their creativity, plate presentation and, knock-out flavours. Eva Filipponi won the \$1000 RESP contribution first prize and Laelani Burnett, Giles Southwell and Lyric John-cliffe all received a \$100 RESP contribution as runners-up.





THANK YOU TO OUR 2019 PARTNERS & SPONSORS

PRESENTING SIGNATURE EVENT SPONSORS



COMMUNITY & INDUSTRY PARTNERS



SAVE THE DATE!

BC Seafood Festival June 12 - 21, 2020
BC Seafood Festival Signature Weekend June 19 - 21, 2020
BC Seafood Expo June 17 - 18, 2020

