

BC SEAFOOD FESTIVAL

JUNE 21 - 23, 2024
Mount Washington,
Vancouver Island, BC
Overview & Highlights





Festival Overview

With a shucktastic BC Chef line up, award winning seafood producers and incredible sponsors & partners, complimented by a dedicated group of volunteers, the Festival celebrated its 16th year on Mount Washington in 2024.

Looking to stay fresh and build upon past successes, the Festival in partnership with seafood industry associations, introduced new events including a new breakfast, lunch and reintroduced the BC Seafood Market Pavilion with interactive displays, tasting booths and entertainment, that was last seen before the pandemic.

The Festival couldn't enjoy its success without the 35+ corporate sponsors who collaborated with every facet of the Festival including Mount Washington Resort Association, Gordon Food Services, and Mount Washington Alpine Resort.

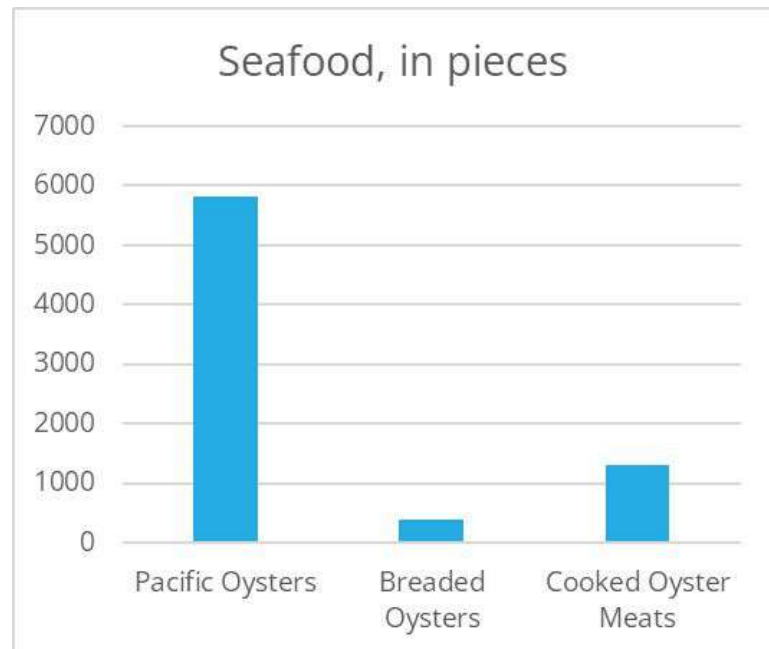
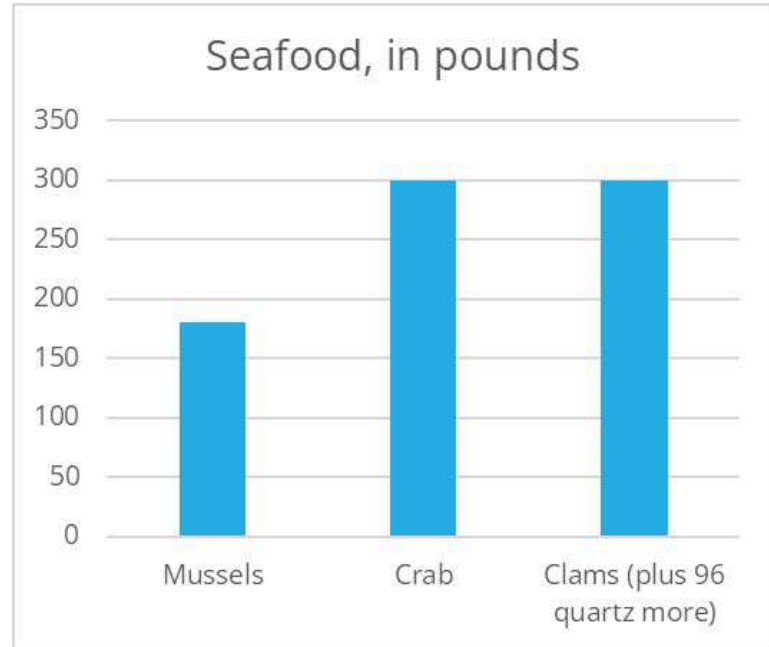


Seafood Industry Champions

At its core, the Festival is a celebration of the hard working seafood producing families and businesses that bring sustainable seafood to your table. Raise your fork to these industry partners that returned in 2024!

- BC Shellfish Growers Assn.
- Pacific Halibut Management Assn. of BC (Wild Pacific Halibut)
- Underwater Harvesters Assn.
- BC Crab Fishermen's Assn.
- Pacific Prawn Fishermen's Assn.
- BC Young Fishermen's Network
- Pacific Urchin Harvesters Assn.
- Pacific Cucumber Harvesters Assn.
- BC Tuna Fishermen's Assn.
- Canadian Sablefish Assn.

A Whole Lot of Seafood Contributions...



The Venue – Mount Washington Alpine Resort

With its alpine to ocean views, Mount Washington Alpine Resort was the host location for the hundreds of festival attendees. Chefs and seafood sponsors were delighted by the numerous kitchens and freezers - the Mount Washington Alpine Resort staff team went above and beyond to embrace the Festival's return. Hotels and vacation rentals were full of visitors from near and far. And will wonders never cease – the weather was stunning AGAIN! The main tent was located beside the Alpine Lodge, on-site camping was offered for a second time and tripled in the number of campers. ALL ticket holders received a complimentary ticket to ride the scenic chairlift for sea-to-sky views. There was a soft open of the grounds on Friday which included music from Nathan Senner, and Chef's Corner Seafood Demos showcasing oysters, sablefish, and tuna.



Festival Event Highlights

Clam It Up! Happy Hour | 232 tickets – Sold Out

CrabFest's Kitchen Party | 194 tickets – Sold Out

Full Irish Breakfast | 43 tickets

Wild About Halibut! Demo & Lunch | 82 tickets

Shucked! Oyster Bar Happy Hour | 400 tickets – Sold Out

Gala Dinner | 373 tickets – Sold Out

After Parties | 200+ tickets

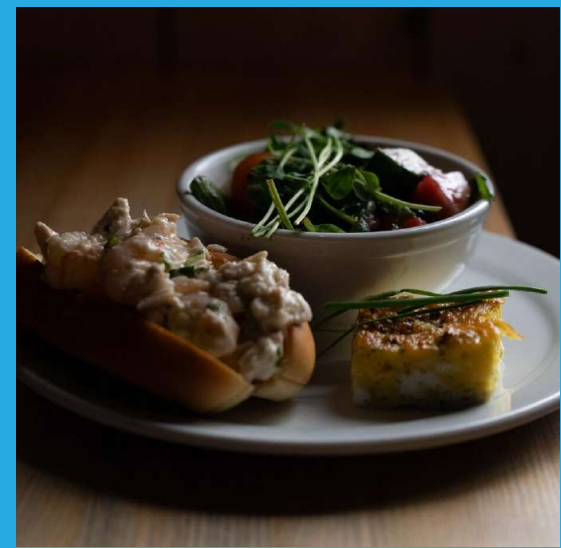
Bounty! A Seafood Brunch Cookout | 60 tickets – Sold Out

NEW - The Art of Making a Seafood Breakfast Roll | 40 tickets

NEW - Show Me Your Mussels! Lunch | 60 tickets

MasterClass Series | 300+ tickets

Fanny Bay Oyster Shucking Championship | BC shuckers converged to compete in this fast-paced competition



Clam it Up! Happy Hour

This returning fan favourite presented by Mac's Oysters with Shucker Paddy, Chef Garrett Kemp, Chef Welbert Choi, and Chef Everett Cooper featured interactive Chef stations for guests to taste the bold ocean flavours of everything clam - shucked, ceviche, fried, steamed, with music from the Marty Steele Trio.



CrabFest's Kitchen Party

CrabFest's Kitchen Party was a true celebration of summertime, featuring the irresistible Authentic BC Crab Boil. Presented by Crabben—a dedicated fishing and crab event family—along with the BC Crab Fishermen's Association and a group of top chefs, this event served over 200 enthusiastic guests. Each guest enjoyed personal-sized buckets filled with prized Dungeness crab, sweet corn, tender potatoes, mussels, prawns, and Crabben's signature spice blend. This West Coast culinary tradition was perfectly complemented by an East Coast vibe, brought to life by the lively tunes of The Whiskey Dicks.



Full Irish Breakfast

Tie into this Traditional Irish Breakfast – a Farm-hand’s “Working Brekky” – to set guests straight for the rest of the day. Guinness World Record Holder (for shucking), Shucker Paddy, added a couple of Oysters – Fresh & Fried – and to present a Breakfast of Champions that included eggs, rashers, sausage, black and white pudding, sautéed mushrooms, grilled tomato, and more. Guests also made their very own Irish Coffee at the mountain.

To top it off, there was music from The Whiskeydicks!



Wild About Halibut! Demo and Lunch

This interactive lunch event was hosted on Saturday and delivered so much more than halibut's distinctive taste and texture. North Island College (NIC) Culinary Arts students with leadership from North Vancouver Island Culinary Association (NVICA) Chefs produced unique halibut courses plus dessert - featuring exciting menu items, included is a fun and informative demo breaking down a whole halibut by multi-talented Chef and Fishermen! What could be better... learning about halibut, supporting local chefs & culinary students & eating delicious seafood-recipes provided

This event was the perfect partnership between Wild Pacific Halibut, NVICA & the NIC Culinary Arts Program!



Shucked!

Canada's Largest Oyster Bar Happy Hour

This premier happy hour showcased an extensive line-up of some of the best-known 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, plus limited quantities of cooked oysters. The 2024 line-up of award-winning oyster producers included: Effingham Oysters, Mac's Oysters, Fanny Bay Oysters, and Sawmill Bay Shellfish, as they showcased the unique characteristics and flavours of this renowned product from the BC coastline, while Shucker Paddy showed off his Guinness Book of World Records shucker skills!



Gala Dinner

The signature event of the Festival, and the longest running, established 18 years ago by the BC Shellfish Growers Association to celebrate and recognize the hard-working shellfish producers, and top Chefs. This year 11 Chefs participated and sold out over 370 guests who enjoyed complimentary cocktails prepared by Wayward Distillery and a seafood feast to remember. Thanks to amazing chefs, amazing kitchens and incredible seafood!



After Parties

Two After Parties returned after a successful launch in 2023! On Friday the Hounds of Cuchulain performed, and on Saturday Time Well Wasted returned and took the stage once again. Both After Parties took place at Ted's Bar and Grill on Mount Washington and were a resounding success full of dancing and post-seafood feasting fun.





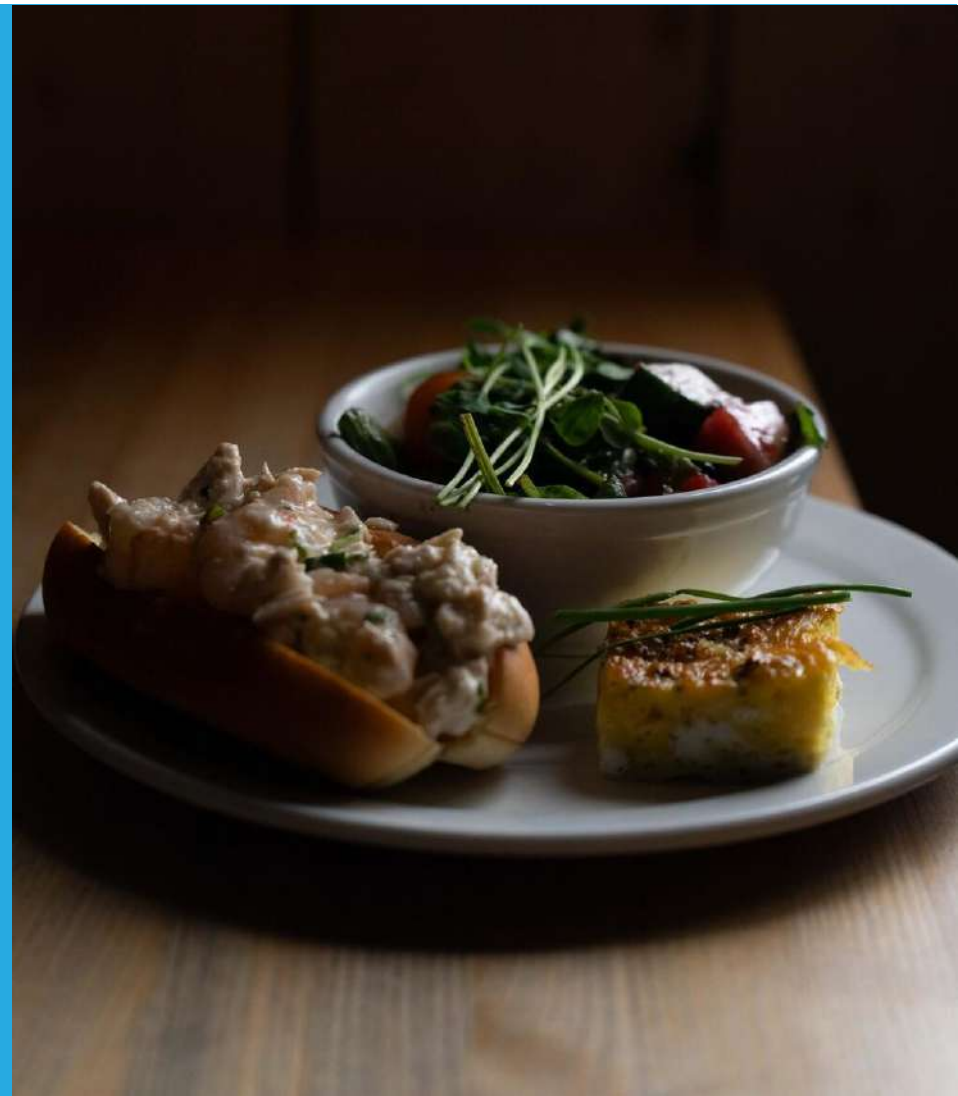
Bounty! A Seafood Brunch Cookout

This wasn't your typical weekend brunch! This event always sells out fast, and this year was no exception. Guests got schooled by top seafood chefs and cooked their own brunch guided by expert Chefs during this hands-on, intimate VIP cooking experience creating AND eating a delicious seafood dish!



NEW - The Art of Making a Seafood Breakfast Roll

A new event in 2024, guests learned and made this hands-on breakfast.



NEW - Show Me Your Mussels! Lunch

A new event in 2024, guests had an enlightening journey into the world of mussels, one of the most sustainable sources of animal protein in the world. Led by BC Shellfish Growers Association Executive Director Nico Prins, and presented by Saltspring Island Mussels and the BCSGA, this hands-on experience showcased the ease of preparing simple and delicious steamed mussels while highlighting their sustainability and nutritional benefits. Shucker Paddy and Latvian chef Renars Purmalis emphasised the versatility of this product by introducing guests to raw mussels.



Concurrent MasterClass Series

In collaboration with BC seafood industry associations and Chefs, ten interactive MasterClasses were presented featuring an extensive range of seafood and ocean products including geoduck, spot prawns, oysters, sablefish, scallops, crab and more. Seafood industry associations including Underwater Harvesters Assn., Pacific Prawn Fishermen's Assn., Canadian Sablefish Assn., and the BC Shellfish Growers Assn. collaborated with BC Chefs to teach guests how to source, prep and enjoy BC seafood.



Fanny Bay Oysters Shucking Championship

The largest shellfish producer in western North America, Fanny Bay Oysters, presented this competition, the oldest competition of the Festival. Fifteen shuckers from throughout BC and around the world from numerous restaurants, oyster bars and pubs competed for a chance to win cash prizes and bragging rights! Mike Osborne won this year, for the second time in a row.



BC Seafood Market Pavilion

Returning for the first time since 2019 (post-pandemic), the BC Seafood Market Pavilion (formerly known as the Signature Weekend) was on Saturday and Sunday from 10:00 AM – 3:00 PM, where guests enjoyed pay-for-tastes of fresh BC Seafood, BC crafted beverages and seafood retail, experienced educational Chef Demos, learned about a range of seafood associations, programs and opportunities to support the BC seafood industry and the wellbeing of our oceans, and live entertainment.

Booths:

- Fanny Bay Oysters
- The North Vancouver Island Culinary Association
- Mac's Oysters
- BC Shellfish Growers Association
- Shelter Point Distillery
- Wayward Distillery
- Young Salmon Farmers of BC
- Recycle BC
- BC Crab Fishermen's Association
- Desolation Dive Services Ltd.
- Export Navigator
- MNP LLP
- Ocean Wise
- Deep Search Diving LTD.

Chef's Corner Seafood Demos:

- Kelp
- Mussels
- Prawns
- Geoduck
- Halibut
- Ling cod - Fish and Chips
- Crab

Entertainment

- Easy Street
- Anela
- Christy Vanden



Visiting Media Program

The Festival has hosted hundreds of regional, provincial and international media over its history as a way to drive increased awareness around the importance of BC seafood, the producers and the region. In 2024 a smaller program was undertaken that generated over [20 media stories](#). Many thanks to the media relations and marketing team at Destination BC for transportation support for some of the hosted media, and to SG Travel Communications for their masterful Media Program coordination. This allowed the media to attend and experience the entire festival, experience all Mount Washington had to offer, and also provide coverage prior to the Festival on the island but also in Greater Vancouver area.



Talent – Meet the Chefs

Hundreds of renowned BC, Canadian and International Executive Chefs have participated in the BC Seafood Festival since its inception. In 2024, over 17 Chefs brought their talents and love of BC seafood to over 1000 attendees.



Chef Association Champions

In addition to the individual Chefs that participated representing a wide range of BC restaurants, four distinct Chef groups brought a depth of passion and energy to the Festival, all in the celebration of BC seafood!

North Vancouver Island Chefs Assn

North Island College Culinary Arts

Gordon Food Services Chefs

Crabben, VI CrabFest



WE BOAST ABOUT OUR PARTNERS

With over 1000 guests, we welcomed 17+ chefs, numerous beverage producers, 35+ partners, affiliation with our brand can make a shelltastic impact. Quick awareness highlights include:

Website:

22K+ Sessions

Most visitors were from Canada, Poland, USA

Email Database (new friends of the festival): 265

E-Blasts sent: 35

Open rate: 38%; industry average: 35%



Social Media Reach

Instagram:

Followers : 1633, over 300 new

Posts: 24

Reels: 4

Instagram - VI Brewing Contest

2,792 accounts engaged

166 comments

74 likes

31 sends to others

91.5% attraction of a new audience for

@BCSeafoodFest

Over 50% Engagement was from

@BCSeafoodFest followers

Facebook:

Followers: 47 new

Reach: 1.4K

Posts: 21

Media Coverage

BC Living Magazine

Edible Valley Podcast

Anh and Chi

Victoria Buzz

Vie a Maggi

Good Life Vancouver

Curiosity

The Raven 100.7 FM Radio

Comox Valley Record

Georgia Straight

BC Shellfish Growers Association

Canada CBS Trade Show Guide

ToDo Canada

ChatterBlock

AHOY British Columbia

Scout Magazine

Visitor in Victoria

Trip.com

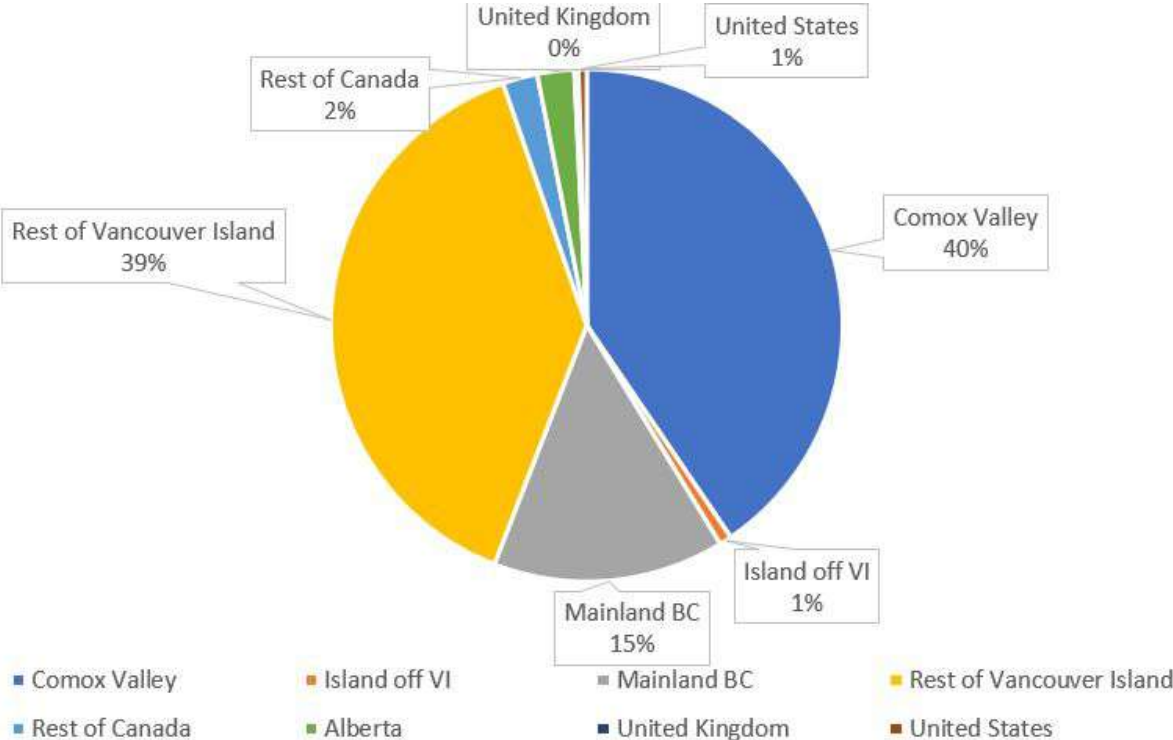
Festival Seekers

Experience Comox Valley

Email database (new Friends of the Festival sign-ups): 265

TICKET DATA TELLS A STORY

Where our guests came from!



Canada Loves Seafood

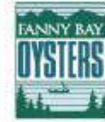
- Bracebridge, Ontario
- Calgary, Alberta
- Chatham-Kent, Ontario
- Crossfield, Alberta
- East Gwillimbury, Ontario
- Edmonton, Alberta
- Minden Hills, Ontario
- Port Colborne, Ontario
- Rankin Inlet, Nunavut
- Regina, Saskatchewan
- Sherwood Park, Alberta
- Spruce Grove, Alberta
- Toronto, Ontario

THANK YOU TO OUR 2024 PARTNERS

PREMIER EVENT PRESENTING SPONSORS



EXPERIENCE AND COMPETITION PRESENTING SPONSORS



ASSOCIATE OR CORPORATE SPONSORS



COMMUNITY & INDUSTRY PARTNERS



MEDIA PARTNERS



SAVE THE DATE!

BC Seafood Festival, June 20 – 22, 2025

