

# Napa Valley Mustard Festival

## A Sensational Season of Wine Country Events

### 2007 Festival Wrap-up Report

#### OVERVIEW

The 14th annual Napa Valley Mustard Festival was blessed with good weather and attracted throngs of visitors to Napa Valley from the end of January through the end of March. What was once known as the “slow season” is now known as The Mustard Season, a time of year when vineyards are vibrant with wild mustard in bloom. This international promotion generates tourism during the time of year when hotels, restaurants, wineries, and retailers can best accommodate increased visitation.

Outstanding, beautifully designed events in spectacular settings frame Napa Valley’s “golden season.” The events are designed to give the season meaning and panache, a beginning and an end, a variety of activities for a wide range of people for the entire two months; to generate press coverage, promote and generate sales for the hospitality industry and sponsors; and to raise funding for the organizations which help make it possible.

Attendance at events produced by The Napa Valley Mustard Festival remained nearly identical with attendance in 2006, although the quality of attendees grew as reflected in a 25% increase in tickets sales purchased by American Express Card Members.

Mustard Magic auction proceeds increased 16% and exceeded \$100,000 for the first time ever. Cash sponsorship increased 25%; in-kind sponsorship increased 4%, and media sponsorship increased 7% percent.

A survey conducted by the Napa Valley Conference and Visitor Bureau at The Marketplace revealed that 72% of attendees were between the ages of 30 to 60 and that 38% maintain a household income above \$100,000. Demographics for evening events are skewed towards older, more affluent guests. Results of the 2007 survey are forthcoming.

#### PRESS COVERAGE

Articles promoting travel to Napa Valley, Festival events, and the beauty of the Mustard Season complimented publications throughout the country for more than three months.

Press releases were emailed to approximately 1,500 food, wine, art, travel and lifestyle journalists, publications, and wire services. About 350 hard copies were mailed with jars of The Festival’s private label mustard. The releases, along with the personal follow-up of Summers-McCann staff, generated approximately 6,000 column inches of print. Circulation of newspapers, which included either full



*Vineyard Mustard by Lowell Herrero, 2007*

or one half-page story with photographs, totaled 2,390,131. Circulation of nationwide newspaper articles with from one to five column inches with headlines, some with photographs, totaled circulation 4,332,440. Newspapers nationwide with calendar listings totaled approximately 19,944,983. Magazine editorial circulation in such publications as *Napa-Sonoma*, *Fancy Food* and *Culinary Products*, *Food Art*, *The Wine News*, and *Travel Host Magazine* totaled 1,999,621. Total editorial in print circulation is calculated at 302,733,140 generating around 605,466,628 impressions.

Viewers enjoyed seeing George Rothwell, the Festival Founder and his wife Alice, on the Food Network's Napa Style for the third consecutive year. Pat Summers of Summers-McCann Public Relations, the Festival Producer, appeared in a 5 minute segment on the local edition of CNN, aired repeatedly throughout the month of March.

Three hundred seventy one mustard entries in the World-Wide Mustard Competition's 19 categories topped all previous records. Companies from Canada, England, France, Germany, and Japan, as well the United States of America, entered the competition. Sierra Nevada's Stout and Stone Ground Mustard, made in California, was named this year's Grand Champion Mustard.

Entries in the Napa Valley Mustard Festival Photography Contest promote the scenic beauty of the season through nationwide publicity, marketing, and advertising. Two hundred seventy nine photographs entered in this year's contest hung on the walls of the Mumm Napa Gallery through May 4. Winning images will be used to promote the 15th annual Season of Events in 2008.

## **MEDIA SPONSORSHIP**

Media sponsors including ABC 7, Comcast, KGO Newstalk AM810, Via, Sunset, the San Francisco Chronicle and numerous regional publications sponsored advertising at a value of \$836,120, an increase of \$44,777 over 2006. In addition, media partners, as well as other sponsors, provided links to The Festival's website.

## **WEBSITE**

From August 15, 2006 through August 15, 2007, website hits of 3,720,318 generated 578,375 page views during 254,961 sessions, a significant increase over the previous year which generated 169,142 sessions. Visitation increased dramatically in January, with March proving to be the heaviest month of activity with 925,985 hits, 104,268 page views, and 39,809 sessions. Approximately 75% of ticket orders and posters sales took place via on-line orders.

## **HISTORY**

Prior to establishment of the Napa Valley Mustard Festival few leisure travelers or corporate groups opted to visit Napa Valley during the months of January, February and March. The Festival was established to promote Napa Valley as a destination during these winter/early spring months, generating tourism and business travel. The Festival's broad based marketing, promotion and advertising efforts have generated results surpassing expectations. The Festival has in fact created a new visitor season.

The Festival's framework creates newsworthy festivities during the time of year when a mere 7% of annual visitation took place prior to 1994. A report compiled by the State of California and County of Napa in 1997 revealed that visitation had increased to 27% in 1996.

Visitors come to Napa Valley during the "Mustard Season" for the events, to take advantage of special promotions, and to enjoy the beauty of the season as they see it portrayed in the media. Hospitality industry employees who were once laid off during the "slow-season" are now generally employed year around. Tasting rooms, restaurants, and hotel rooms that were once sparsely occupied, are now bustling during "The Mustard Season."

## EVENT HIGHLIGHTS

The Napa Valley Mustard Festival is a non-profit community service organization. The 2007 Season of Events honored members of the Hispanic community who work in the restaurant, hospitality, and wine industries to bring the public exceptional experiences and world-class foods and wines. Host Chef Alejandro Ayala, Banquet Chef at Meadowood Napa Valley, a member of Relais and Chateaux, served as Host Chef. The Ceja's of Ceja Vineyards served as Host Winemaking Family. Both Chef Ayala and the Ceja's arrived in the United States from Mexico without financial resources. Through hard work and determination they succeeded in their chosen fields. At the Grand Finale Event Pedro Ceja stated, "This is not the end of our relationship. It is the beginning."

Lowell Herrero's artwork, Vineyard Mustard, graced posters, programs, and marketing materials throughout the season. It was one of the Festival's most popular ever images. The sale of the painting generated a \$30,000 contribution to Clinic Olé, the Festival's primary charity for 2007. In addition, The Festival raised an \$8,266.52 for Clinic Olé. The Clinic's mission is to provide accessible, affordable, quality health care to the under-served in Napa County. It was founded in 1972 to serve Latino farm workers laboring in the valley's vineyards and wineries.

The Festival incorporated two new events in 2007: Spice! held at and sponsored by Robert Mondavi Winery and Romantica, hosted by Meadowood Napa Valley. Spice! honored Lowell Herrero, featured a sumptuous spicy menu by Executive Chef Richard Haake paired with Robert Mondavi Winery wines, and attracted an audience which included a number of Herrero collectors. Romantica showcased Host Chef Ayala's exceptional culinary skills paired with Ceja wines and the wines of neighboring Carneros vineyards. A special auction lot donated by Meadowood Napa Valley and Ceja Vineyards raised \$7,000 for a Napa Valley college scholarship fund designated to the educational advancement of the children of vineyard workers.

More Napa Valley chefs than ever before participated in Chef's Competition at The Awards on March 15 at COPIA - The American Center for Wine, Food, and the Arts. Michael Messmer, Catering Chef, Dean & DeLuca, won the Critic's Choice Award and Vincent Nattress, Executive Chef, Meadowood Napa Valley, won the People's Choice Award.

The Napa Valley Mustard Festival is produced in the spirit of the camaraderie, which predominates the year around in Napa Valley's food and wine culture. The Napa Valley Mustard Festival credits Robert Mondavi for creating the spirit of this very special place: "We are not in competition with each other. We are one."

## SPONSORSHIP

American Express came on board as Presenting Sponsor and Official Card of The Napa Valley Mustard Festival in 2006, continuing in 2007 and increasing sponsorship from \$75,000 to \$100,000. American Express featured the Festival on the American Express website and produced a merchant program which included a \$15.00 gift card, investing \$75,000 in this promotion.

The San Francisco Lexus Dealers Association participated for the first time in 2007 as The Festival's exclusive automotive sponsor at the \$75,000 level. Lexus displays complemented Mustard Magic, The Grand Dinner, The Awards, The Marketplace, and The Mumm Napa Photo Finish. Excellence of presentation was an asset to the events. Promotional copy included the following paragraph: *"The Festival welcomes Lexus as Official Automotive sponsor. What better way to view the beauty of the season than to take a drive though Napa Valley in a luxurious Lexus?"*

Cash sponsorship increased approximately 35% from 2006 to 2007. An even more significant increase for 2007/2008 will enable The Festival to meet increasing budgetary demands, and continue to improve marketing, promotion, and advertising, further enhancing Mustard Season business revenues.

In addition to cash sponsorship, in-kind sponsorship enables The Festival to provide services for sponsors and visitors including lodging for sponsors, transportation for sponsors and guests, airline transportation for auction lots and celebrity guest appearances.

## **BUDGET**

Gross income totaled \$924,283.45 leaving an event/sponsorship profit of \$10,076.88. As operating the Festival is a rear-round endeavor, it is important that revenues and profits increase substantially in 2007/2008.

## **THE 15TH ANNUAL NAPA VALLEY MUSTARD FESTIVAL**

Festival plans for next year are underway. Mustard Magic will be held at The Culinary Institute of America on February 2, 2008; The Awards on March 14 (location to be determined), The Marketplace at COPIA, on March 15 and 16; and The Mumm Napa Photo Finish at Mumm Napa, on March 29. Additional events will be announced over the coming months.

The Season of Events provides a unique opportunity for Napa Valley businesses to promote their products and services through marketing and presentation at events. There are various ways to get involved including participation, advertising, and sponsorship. The Season of Events is supported entirely through business participation and does not utilize tax dollars.

## **A RESOUNDING THANK YOU AND INVITATION TO PARTICIPATE**

The Napa Valley Mustard Festival Board of Directors and Producer are proud to support the Festival ~ your late winter/early spring promotion. We thank all who have participated over the past 14 years.

We invite you to learn more about the Festival by visiting the website at [mustardfestival.org](http://mustardfestival.org), or by calling The Festival's producer, Summers-McCann Public Relations, at 707-938-1133.

We look forward to your feedback. Please email comments and questions to Pat Summers, Producer, at [pat@summers-mccann.com](mailto:pat@summers-mccann.com).

*The Napa Valley Mustard Festival is a 501(c)(4) non-profit community service organization. Proceeds enable The Festival to serve the community of Napa Valley, and to benefit a variety of Napa Valley non-profit arts, cultural, historical, educational, and service organizations.*

Napa Valley Mustard Festival  
P.O. Box 3603  
Yountville, CA 94599

707.944.1133  
[mustardfestival.org](http://mustardfestival.org)  
[info@mustardfestival.org](mailto:info@mustardfestival.org)

Producer:  
Summers-McCann, Inc. Public Relations  
752 Broadway  
P.O. Box 1385  
Sonoma, CA 95476  
[summers-mccann.com](http://summers-mccann.com)  
Voice: 707.938.1133  
Fax: 707.938.0123