



## **2017 FRIDAY SIP & SHOP EVENT DETAILS**

**DATE:** Friday, November 10th

**TIME:**

11:00am-4:00pm – Sip and Shop

4:00pm-5:00pm – Reception with Raffle

**LOCATION:** Main Street (see program for participating store locations); reception at Shuptrine Gallery – 369 Main Street

**SUMMARY:**

Grab your complimentary glass and tasting program at the Festival Box Office and set out on a wine adventure to fabulous shops on and around Highlands' iconic Main Street. Taste a variety of fine wines and carefully paired gourmet foods at each shop courtesy of Gourmet Foods International, Tryon Distributing and Mountain Fresh Grocery. The stroll concludes at Shuptrine Gallery featuring Lynn Strong Fine Jewelry with a reception where those who visited every business will be entered into a drawing to win fabulous prizes from local retailers.

**SPONSORS:**

Friday's Sip and Shop is presented by Shuptrine Gallery featuring Lynn Strong Fine Jewelry. Additional sponsors include Gourmet Foods International, Tryon Distributing and Mountain Fresh Grocery

Media Partner: Edible Upcountry and Edible Asheville

**ATTIRE:**

Mountain Chic, Resort Casual.

**RULES/RESTRICTIONS:**

No one under the age of 21 will be permitted to taste. Beverages may not leave the businesses. It is illegal to walk on the street with alcohol.



### WEATHER:

This event is indoor/outdoor. Please be prepared for forecasted weather. Should major weather arise, all ticket holders will be contacted via email.

### PARKING/SHUTTLES:

We encourage you to walk or carpool. You are free to park in any public designated parking spaces in town.

### TICKETS/WRISTBANDS:

- **Can tickets be purchased?**

Tickets for Sip and Shop and other remaining events can be purchased online and can be picked up or purchased at the box office starting Nov.9<sup>th</sup> at 9am.

- **Where do I pick up my tickets/wristbands, wine tasting glass and map/program?**

Tickets were not mailed in advance but the event wristbands can be picked up at the box office beginning Thursday. To pick up your wristband, **you must bring a Photo ID and/or ticket confirmation receipt**. If your photo ID does not match the name on the ticket, you **MUST** have the emailed confirmation receipt.

On Friday, starting at 11am at the box office, you will be given a wine tasting glass and program with a map of the participating retailers and a wine a food pairing list for you to take notes of what food/wines you enjoyed.

The Box Office is located at **155 Wright Square, Main Street, Highlands.**

The box office hours are as follows:

Thursday-Saturday      9am – 5pm

Sunday                      9am – 12pm

- **What do I need to get into the event?**

You must have a wristband specific to the Sip and Shop Friday Event. Wristbands must be worn at all times.



- **What if I lose or cut off my wristband?**

Wristbands must be worn at all times. Individuals not wearing a wristband will not be allowed entry, no exceptions. **Do not lose your wristband** – these are not replaceable. The plastic security lock on the wristband is a one-way lock. Do not play with this lock to tighten the band too much. No wristbands will be replaced.

- **How do I put on my wristband?**

**Treat your wristband like cash – lost, stolen, tampered with, and/or confiscated wristbands will not be replaced!**

1. Place wristband around wrist
2. Hold two loose ends of band tight
3. Move the sliding lock toward your wrist until there is a “two finger” space between the lock and your wrist.
4. Keep wristband on until the end of the event and do not play with the sliding lock to keep a comfortable fit.

**RE-ENTRY:**

Your wristband allows you to receive wine tastings and food pairing at each of the participating retail locations. You must have the Sip & Stroll Friday wristband to obtain your glass, program and to enter/re-enter the reception.

**WHAT TO BRING:**

- Government Issued Photo ID
- Wristband
- Cash or credit card for festival merchandise and any store purchases
- Rain gear (we go rain or shine!)

**WHAT NOT TO BRING:**

- Pets
- Outside food or drink
- Illegal drugs
- Children under the age of 21



**FOOD & DRINK:**

Small bite selections and wine tastings will be served at each retail shop on the stroll and desserts and champagne at the reception.

**WHERE TO PURCHASE WINE AND FOODS:**

If you enjoyed the wines and food pairing you experiences along the stroll, you will find these items are available to purchase at Mountain Fresh Grocery located at 521 Main Street.