



CASE STUDY: South Beach Wine & Food Festival 2009

Location: Miami Beach, FL

Number of Guests: 40,000+

Overview:

For the 2009 South Beach Wine & Food Festival, The Design Group was named the preferred décor and production vendor. The Design Group (TDG) Miami customized unique and stylish branded showrooms and luxury lounges for corporate vendors and sponsors at the festival, running from February 19th- 22nd, 2009. In 2013, TDG produced the festival's first Latin food vendor Goya.

Objectives:

- **Grand Tasting Venue** - Create multiple installations for corporate clients throughout the Grand Tasting Village and both Main Tasting Tents:

- - Created the largest installation in the 9 years of the Festival for Whole Foods Marketplace.
 - Provided the décor and ribbon cutting services for The King & Queen of Spain
 - Clients that retained TDG for their services were: The Food Network, Books & Books, Florida International University, Paula Deen Southern Dishes, Wines From Spain, Vin Divino, Plugra European Style Butter, The Puerto Rico Tourism Board, Sargento Cheese, Sagatiba, Palm Bay International, Wine Spectator, Logistics Management Group, & The Festival Management Group, as well as designing the Sponsor Hospitality Lounges & the Talent Green Rooms.



- **Amstel Light Burger Bash** - Create multiple installations for corporate clients throughout the Burger Bash Venue:

- - Created custom lighted Bars, Florals, and Service areas for Bialetti, Sargento, Wines of Rioja, The Potato Council, & Sola Restaurant.



- **Chill Lounge** –Create a custom themed lounge showcasing the various wines from Austria for the company Vin Divino at the Miami Beach Convention Center:

- Expanding on the client's vision of an Austrian Style lounge using raw materials, TDG custom built Lighted Mural Backdrops and Banquettes, hi-lighting the Vintners being showcased in the Chill Lounge.
- Natural Raw wood finishes were used, as not to detract from the Vintner's bottling, and to give all participants a feel of Austria's Wine Bars while breaking from various wine seminars.



Results:

TDG's custom designed showrooms, suites, and installations were a huge hit with all our clients and guests attending. Many of the corporate clients have asked TDG to provide the same installations for other programs throughout the US and the Festival Committee has asked TDG if they would again like to participate in 2010.

