

2026 Drink Victorian Industry Tasting

What is the industry tasting?

The Drink Victorian Tasting is a large-scale tasting event designed to increase the number of Victorian alcoholic and non-alcoholic drinks offered by hospitality venues and retailers across the state.

The event provides an opportunity for up to 250 Victorian producers to showcase their products to engaged industry professionals, from head buyers to the frontline hospitality staff who are selling your drinks every day.

With year-on-year growth in industry attendance, the Tasting is the centrepiece of the Drink Victorian program, providing an opportunity for Victorian hospitality to discover and perhaps rediscover the amazing wine, beer, cider, spirits and non-alcoholic drinks produced right here in Victoria.

In 2025 we welcomed more than 1,000 attendees to the tasting, and we'll build on this momentum, growing attendance in 2026 and increasing the number of deals done between producers and buyers. In 2025 alone, more than 8,000 deals were projected in the 12 months following the tasting.

Event snapshot

Date and time:	Monday 27 July, 12 noon to 5pm
Venue:	Marvel Stadium, Docklands
Cost to participate:	\$350 (plus GST) per producer
Included:	Shared tasting stand, including all equipment, catering, discounted parking, and the opportunity to access attendee contact details
Participants' manual:	Sent out to producers two weeks before the event
Attendees:	More than 1,000 hospitality trade

Producer selection process

Submissions are open to all Victorian alcoholic drinks producers from categories including but not limited to wine, beer, cider, spirits, bottled pre-mixed drinks, non-alcoholic and low alcohol drinks.

The Drink Victorian Tasting program reflects a balanced representation of Victoria's drinks offering. We ask producers to submit their expression of interest and the final selection of producers from each category will be made by a panel of representatives from the Drink Victorian Project Control Board and industry representatives.

All producers submitting an EOI must have product available to fulfil orders from July onwards and have the capacity to service ongoing sales to the hospitality and retail industry.

Region, product variety, price point and emerging versus established business will all be taken into consideration when the EOIs are considered.

What to expect on the day

Producer attendance

All producers or their nominated representative must be in attendance on the day. Please note because of capacity restrictions, we can only allow one representative per producer.

Stock

Producer representatives need to manage their own stock on the day (advance delivery is not an option) and cover all costs of goods.

Wine and spirits producers can submit up to four products per producer for consideration.

A fifth product will be considered if it falls within the low or non-alcoholic category.

Cider, beer and low/non-alcoholic producers can submit up to six products per producer for consideration.

Provisions

Ice, glassware, ice tubs and punch bowls will be provided; a full list will follow in the participant manual. Signage is provided. Please bring your own trolley to move stock from your vehicle to the site.

Stands and marketing material/décor

One stand between two producers at a 1.8m trestle. Tabletop marketing material is welcome. Any décor/marketing material bigger than tabletop, including pop-up banners, is not allowed.

How to submit your expression of interest

- 1 Submit your expression of interest by completing a short questionnaire by 5pm Monday 1 June.
- 2 Please confirm that all details, including spelling and punctuation, are correct; the data submitted will be used for signage and copy.
- 3 Make sure you click the SUBMIT button at the bottom of the survey.

Successful producers will be notified of their inclusion in the Tasting via email in mid-June.

Detailed next steps, including a suite of digital assets for promotion of the tastings, will be supplied to producers participating in the tasting.

It's a condition of participation that all producers promote their participation in the tasting to their current industry database and complete a post-event survey including details on sales data.

Submit your
expression of
interest here



Membership associations

Find out more about becoming a member with Victoria's drinks industry associations at the links below.

[Cider Australia](#)

[Independent Brewers Association](#)

[Spirits Victoria Association](#)

[Wine Victoria](#)

Key contact

Drink Victorian Events
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drink
responsibly

