



Sip & Bloom

GARDEN, WINE & FOOD FESTIVAL

VENDOR GUIDE
AUTUMN & SPRING 2026

Sip & Bloom: Where gardens meet great wine and good times.

Sip & Bloom is the west's festival of plants, food and craft—set among the vines at St Anne's Winery in Myrniong, a stone's throw from Bacchus Marsh, Ballarat, Geelong and the Macedon Ranges.

Now in our third year, we're growing the way good gardens do: thoughtfully, with strong roots and room to breathe.

We're curated, not crowded. One smart mix. Makers who teach as well as sell. Visitors stay longer, learn more and leave with something real. Stallholders get engaged crowds, space to stand out and a team that runs a lively, memorable weekend.

This is a festival built for learning as much as buying. People come for straight-talk advice, hands-on demos and honest flavours. They leave with usable ideas, practical know-how and a tangible takeaway — a plant, a bottle, produce or a new skill.

You won't find rows of look-alike stalls. We invite exhibitors who share our ethos, present beautifully and love engaging with visitors. The mix is considered so each stall has room to be memorable and the day feels relaxed from first hello to last goodbye.

For stallholders and partners, that design delivers the right kind of busy — genuine conversations, repeat passes past your stand and clear moments to shine across the program and our marketing. We treat you as a partner in the experience because when the day works, everyone wins.

Expressions of Interest for our 2026 Autumn and Spring Festivals are open in November 2025.

Two seasonal weekends, positioned for impact.

Sip & Bloom will run two curated festivals in 2026.

Dates and Times

Autumn: Saturday, 28 February and Sunday, 1 March 2026

Spring: Saturday, 10 October and Sunday, 11 October 2026

Location

St Anne's Winery, 64 Garrards Lane, Myrniong

Why it matters for you

Two events, double the upside. Autumn (vintage time) puts you in front of customers primed for cool-season projects, pantry stocking and cosy entertaining. Spring delivers colour, outdoor living and gifting as people plan the warmer months.

Exhibit at both to launch distinct ranges, time limited releases and create two peak sales moments with the same west-of-Melbourne audience. It's a great way to build brand recognition, grow your list and convert loyal customers.



What Success Looks Like.

Success is simple: people leave uplifted, connected and inspired — with something meaningful to grow, taste, share or savour. A day that people return to with friends and family each year, knowing they'll discover something new, meet passionate creators and have a great time.

Why we're here

Sip & Bloom celebrates the talent and dedication of growers, winemakers and makers — shining a light on the people, products and ideas that make our part of the world unique. At its heart, it's about relationships. We build lasting connections with stallholders, partners and customers so the pride, belonging and community extend well beyond the weekend.

For visitors

- Feel inspired: Leave with fresh ideas, practical know-how and beautiful things that enrich gardens, homes and tables.
- Connect with people: Meet growers, artisans and producers and hear the stories behind what they create.
- Take something home: A plant, a bottle, produce or a new skill — something real and rewarding.
- Feel welcome: Enjoy a calm, well-run day that's easy to navigate and a joy to share.

For stallholders and partners

- Valuable connections: Genuine conversations with customers who appreciate quality and craft.
- Strong sales: A commercially rewarding day supported by curated categories and considered flow.
- Positive exposure: Program moments, pop-ups and marketing that spotlight your expertise and brand.

The Offering.

Garden and Lifestyle

- Australian & Southern African plants
- Native Australian plants & habitat gardens
- Seasonal flowers, tubers & bulbs
- Heirloom vegetables & seed collections
- Seeds, seedlings & propagation gear
- Heritage & dwarf fruit trees, berries & vines
- Soil health & permaculture inputs
- Wicking beds, raised beds & planters
- Indoor plants & statement specimens
- Succulents & cacti collections
- Garden sculpture, art & outdoor decor
- Quality hand tools & sharpening services
- Terrariums, kokedama & living gifts
- Greenhouses, cloches & plant protection
- Organic fertilisers, tonics & wetting agents
- Mulch, potting mix & specialty soils

Produce and Pantry

- Olive oil, table olives & tapenades
- Honey, mead & bee products
- Eggs, poultry & smallgoods
- Garlic, mushrooms & specialty fungi
- Seasonal fruit & veg from local growers
- Artisan bread, grains & heritage flours
- Cheese, cultured dairy & yoghurt alternatives
- Coffee roasters & artisan teas
- Truffles & truffle products (seasonal)
- Vinegars, preserves, jams & pickles
- Sauces, rubs & condiments
- Confectionery, chocolate & sweet bakes
- Ferments & gut-healthy goods (kimchi, kraut, kefir)

Lifestyle Entertainment

- Outdoor furniture & tableware
- Textiles, aprons & garden wear
- Ceramics, vases & vessels
- Picnic gear, baskets & coolers
- Books, field guides & garden journals
- Natural soaps, skincare & botanicals
- Candles, fragrances & home goods
- Bird baths, bee hotels & habitat homes

Food options

- Gourmet food trucks & street food
- BBQ, smokers & flame cooking
- Wood-fired pizza & flatbreads
- Fresh salads, bowls & veg-forward plates
- Coffee vans, hot chocolate & chai
- Gelato, ice cream & sorbets
- Picnic packs & grazing boxes

Invitation to Exhibit.

Be part of a curated program that showcases the best of our region: We're inviting exceptional growers, makers and food producers to exhibit at Sip & Bloom 2026.

We're looking for stallholders who:

- Bring professionalism and genuine care for customers and craft.
- Add something fresh — innovative, quietly sustainable products and practices.
- Bring their space to life with demos, practical tips and real engagement.
- Present beautifully — tidy, branded and welcoming.
- Suit the overall mix: generally one stallholder per niche so your offer has clear air.

What We Value

Calm heads, good manners and teamwork — especially when it's busy. Your site is more than a stall; it's a platform to share expertise, build profile and turn conversations into sales. If that sounds like you, we'd love to have you at Sip & Bloom.

At Sip & Bloom, your space is more than a stall – it's a platform to showcase your expertise, connect with an engaged audience, and maximise your profile and sales potential. If you're passionate about what you do, easy to work with and excited to share your story, we'd love to welcome you to the Sip & Bloom community.

What's involved.

Flexible stall spaces

- We'll size your site to suit your offer — no shoulder-to-shoulder rows.
- Clear aisles and breathing room mean better displays, easier browsing and happier customers.
- We'll bring the crowd; you get the space to convert interest into sales.

Presentation and activation

- Make it inviting: branded marquee, clear signage and great display.
- Bring it to life: short demos or tastings that teach as well as sell.
- Keep it clear: visible price boards and plain-English product info.
- Be engaging: hands-on moments and genuine conversations build confidence and repeat visits.
- Stay photo-ready all day: restock, refresh and keep your stand looking sharp throughout the weekend.
- Professional conduct matters — how you show up reflects on the whole event. Smile and treat everyone with respect.

Getting your pricing right

- Set fair, confident prices: aim for value for a broad audience.
- Match the moment: seasonally relevant products at timely price points.



Event info.

Why exhibit with us

Sip & Bloom is where great gardens meet good wine and relaxed crowds. We design the stall line-up so you're not lost in rows — you're seen, visited and remembered. Two seasonal weekends, one west-of-Melbourne audience and a crew that runs a calm, well-organised event so you can focus on conversations and sales.

What you can expect:

- Considered, not crowded — space to stand out and sell,
- Engaged visitors who stay longer and learn,
- Practical programming that drives foot traffic past your stand, and
- Professional operations, friendly staff and clear communications.

How selection works

- Apply for Autumn, Spring or both in one form from November 2025.
- We assess fit, quality, presentation, uniqueness and reliability.
- One-per-niche limits keep the mix balanced; waitlists used if a category fills.
- If you apply for both events and trade at Autumn, you'll receive automatic placement for Spring.
- Automatic means your Spring application is assessed first within your category before new applicants.
- It's not essential to apply for both, though we encourage it if you plan to trade in Spring.

Event info.

What helps your application

- Clear price points across entry, mid and hero items.
- Strong visuals and a strong display concept.
- Practical sustainability where it makes sense.
- Readiness to promote via your networks and channels
- Planning for both seasons — if you trade at Autumn, you'll receive priority consideration for Spring.
- If travelling from interstate or overseas: confirmed logistics, compliant equipment and a plan to maintain stock across both days.

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Stallholder fees.

How our fees work (and where they go)

Our pricing is designed to be fair, transparent and workable. We don't charge higher fees because one stallholder may trade better than another. Instead, we set clear caps by category and agree footprints together so you only pay for what you use.

Where your fee goes

Every dollar is reinvested in Sip & Bloom. There are no profit margins built into stallholder fees. Your contribution directly funds:

- Marketing and promotion to drive attendance (advertising, PR, content and partner activity).
- Infrastructure and safety on site (wayfinding, amenities, staging, AV, cleaning, plant shuttle, compliance).
- Program and delivery (Main Stage, pop-ups, MCs, scheduling and event crew).

Category	What's included	Weekend fee
Garden retail (plants, tools, garden art)	Agreed footprint (min ~10 m ²), listing & program profile, passes & exhibitor parking	Capped at \$300+GST
Primary producers (packaged food & farmgate)	As above	\$150+GST
Cooked food & coffee (trucks/trailers/marquees)	As above	\$350+GST
Community / NFP (curated)	As above	Low or no fee (case by case)

Marketing and promotions.

Driving visibility, attendance and success

We'll deliver a comprehensive campaign that includes wide-ranging marketing, promotions and communications designed to maximise awareness, attendance and engagement.

Our Reach

- Greater Melbourne – tapping into urban audiences looking for unique experiences.
- Ballarat, Geelong, Moorabool, Macedon Ranges – key regional hubs with engaged lifestyle and garden enthusiasts.
- Regional Victoria – reaching communities across central and western Victoria through tailored local promotion.

Our Audience

We're targeting 10,000-15,000 attendees – a mix of:

- Gardening and plant enthusiasts
- Families looking for a great day out
- Food, wine and lifestyle seekers

Our Channels

A strategic, multi-platform approach ensures strong attendance and stallholder visibility:

- Social Media Marketing
- Traditional Media
- Signage and letterbox drops
- Community Networks and Stakeholder Partnerships.

Presenting Partner: St Anne's Winery.

Three Generations of Winemaking Refined in One Bottle.

Experience the rich heritage of **St. Anne's Winery**, where over 50 years of family passion and dedication come together. As a family-owned business, we've honed our craft across generations, ensuring each wine we produce is a true reflection of our commitment to quality and tradition.

Our wines are more than just drinks; they're the embodiment of our family's legacy, meticulously crafted by expert winemakers who have passed down their knowledge and skills through the years.

From our acclaimed Shiraz to our elegant Chardonnays, every sip tells a story of tradition, expertise and the art of winemaking. A standout of our collection is our premium Port, aged to perfection in revered barrels.

For those seeking a truly unique experience, we offer the opportunity to create your own signature blend allowing you to become part of our storied tradition.

St. Anne's Winery invites you to immerse yourself in a world where quality, heritage and the love of winemaking are at the heart of everything we do. Come, taste the difference that decades of dedication make.



S T A N N E ' S
V I N E Y A R D S

Presenting Partner: Maddingley Botanical.

Grow something extraordinary.

Maddingley Botanical connects gardeners with exceptional, hard-to-find plants that are made to thrive — and hard to forget.

We're not a big-box nursery. We favour diversity, resilience and genuine advice. That means fewer generic lines and more standout plants that suit Australian conditions.

We work directly with leading growers to source healthy, climate-fit stock. No mass production. No copy-paste selections. Just remarkable plants that perform.

You won't find a shopfront. You'll find us at selected events, pop-ups and online — places where plant quality and expert guidance come first.

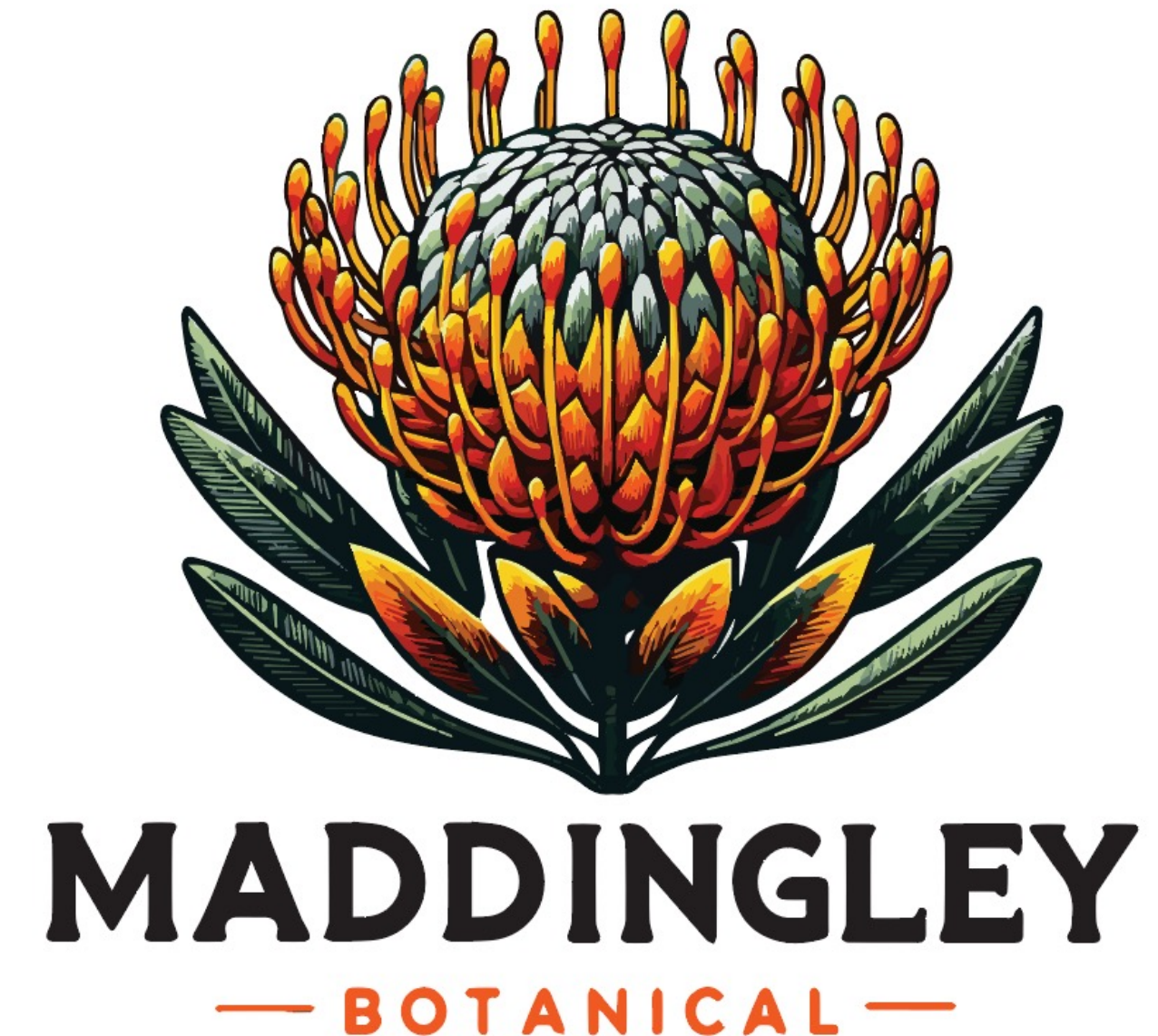
If a plant isn't right for your garden, we'll say so and point you to a trusted local nursery that shares our values. It's not about the sale. It's about the right plant in the right place.

What we stand for

- Care — honest, practical advice for your garden
- Quality — grower-direct plants that are healthy and resilient
- Partnership — helping you choose, plant and succeed

Let's grow better gardens, together.

Sip & Bloom
Event Information Kit.



Sip & Bloom
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How to apply.

Want to be involved?

Here's the simple path from idea to invitation. EOIs for Autumn and Spring 2026 open in November 2025. You can apply for one event or both in a single form. If you apply for both and trade at Autumn, you'll receive priority consideration for Spring.

Steps to submit

- From November 2025, complete the online EOI for Autumn, Spring or both
- Upload 3–5 photos and a short product list with indicative prices
- Tell us your stall size, power needs and any demo ideas
- Provide ABN and public liability insurance details
- Hit submit — you'll receive a confirmation email

Key dates

- EOIs open: November 2025
- Autumn EOI closes: January 2026 | Offers issued: from December 2025 | Acceptance + invoice due: January 2026
- Spring EOI closes: July 2026 | Offers issued: from July 2026 | Acceptance + invoice due: August 2026

Prefer a quick chat first?

- We're happy to talk through fit, stall sizes, demos and logistics before you apply.
- Email greenthumb@maddingleybotanical.com.au or phone 0403 492 327 (Mon–Fri, 9am–4pm)

For further information.

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