

Access

The Guide

Wine & Spirits Wholesalers of America—Lookbook
Volume I



Shared Experiences. Inspired People.

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GLAD
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HERE

EXIT





Colorado Concepts

Event Décor to Consider

- Mountain Minerals
- Taste of Denver
- Alpine Adventure
- Electric Forest
- Colorado on Tap
- Rock the Rocks
- Retro Après Ski
- River of the Rockies
- Rocky Mountain Road Trip
- Mile High Illumination
- Slopeside Chalet

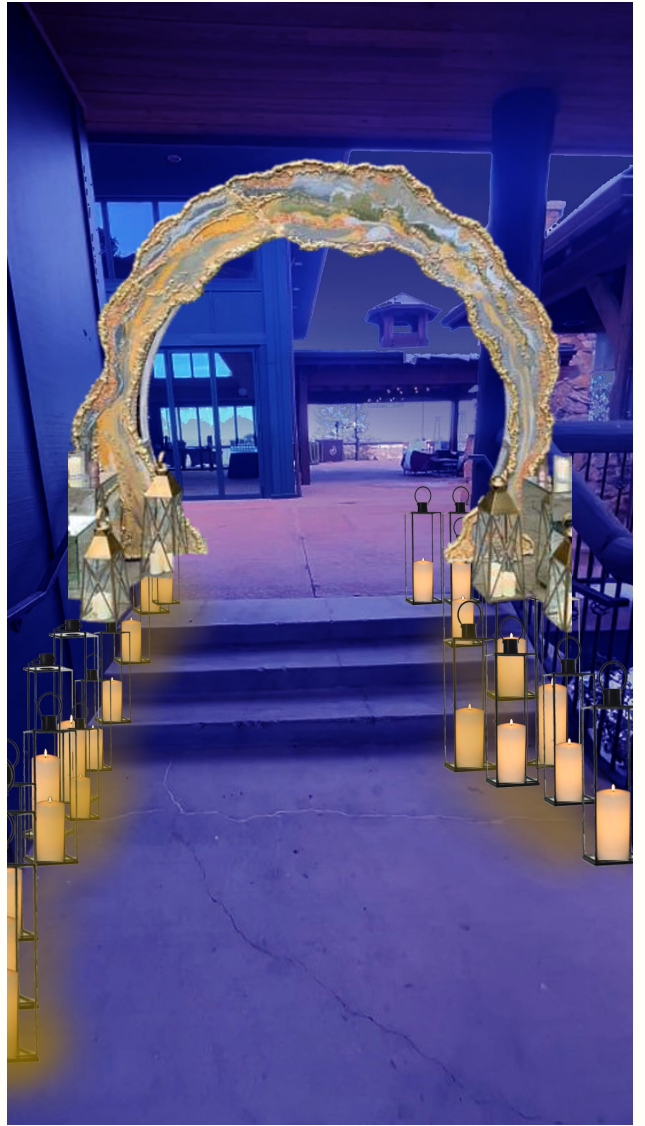
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Mountain Minerals

Mountain Minerals captures the essence of the state's natural beauty. A multitude of natural gems and minerals are found in the Rocky Mountains, and this theme blends shades of amethyst, granite, and turquoise into the decor, creating an elegant and mystic ambiance. Mineral-inspired decor elements, such as crystal centerpieces and sparkling drapery, evoke a sense of luxury and mystique, while also paying homage to Colorado's geological wonders. Highlight

- Deep jewel tones w/ pops of velvet
- Custom wrapped agate decal bar w/ branding

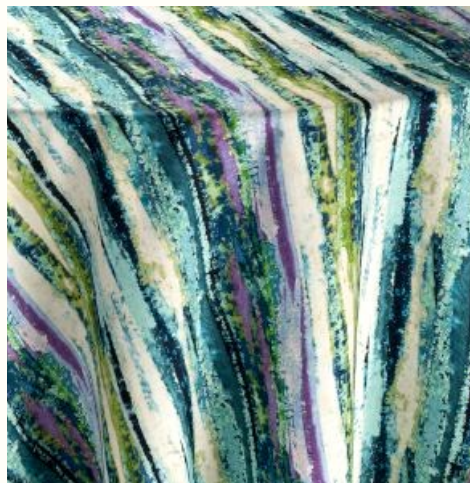


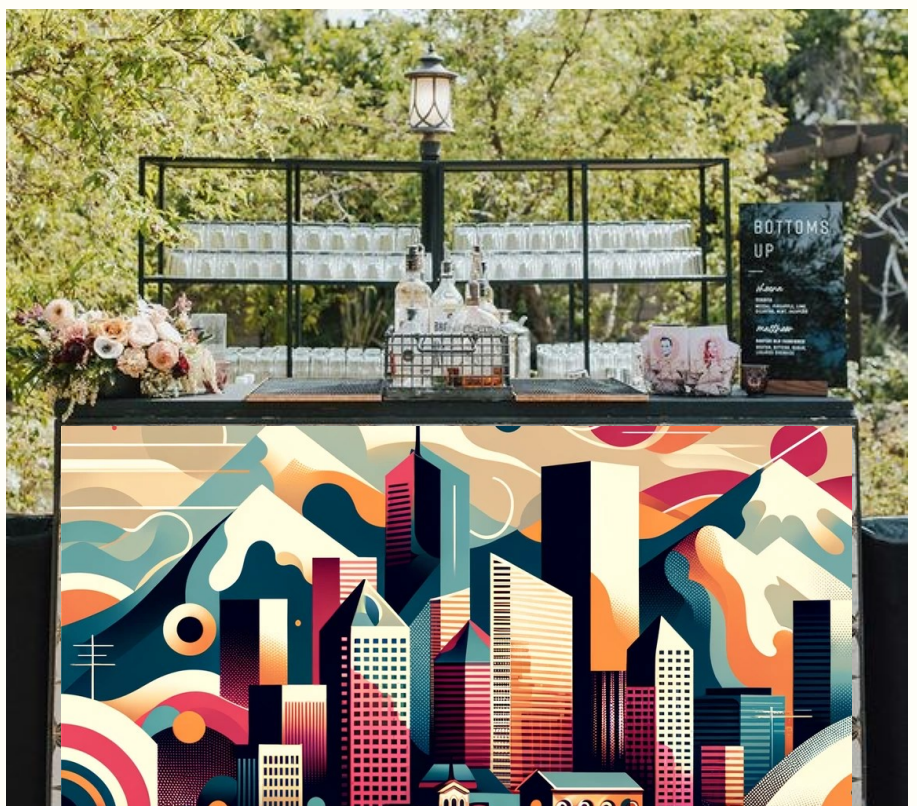


Taste of Denver

Immerse yourself into the city of Denver with a culinary celebration that is as vibrant as the city itself! Drawing inspiration from Denver's rich local food scene, the theme captures the essence of summer vibes with a nod to the food festivals that grace the city during this season. Guests can expect a gastronomic journey showcasing the best of Denver's culinary offerings, from farm-to-table delights found in bustling farmers' markets to the innovative and artsy creations emblematic of neighborhoods like RiNo.

- Bold graffiti art, modern industrial design elements, and creative art installations
- Vibrant colors to create an eclectic vibe and energetic atmosphere





Alpine Adventure

Locals and visitors of Colorado embrace the spirit of exploration, and connection to nature. At the heart of the Alpine Adventure lifestyle is a passion for outdoor activities that take advantage of the state's diverse terrain. From the towering peaks of the Rocky Mountains to the sprawling plains and winding rivers, there's an activity for every season and interest!

- Focus on wooden elements with natural tones of the forest
- Bonfire lounge groupings on the patio
- Wood slice central bar

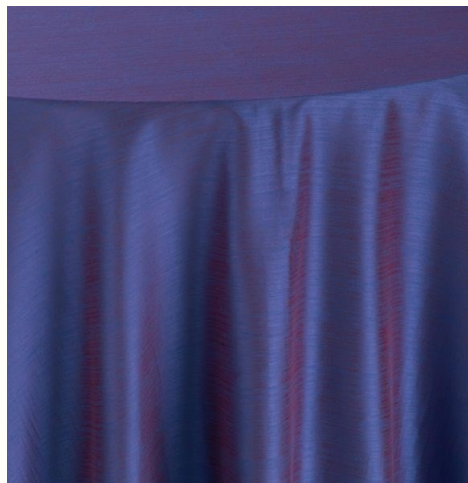
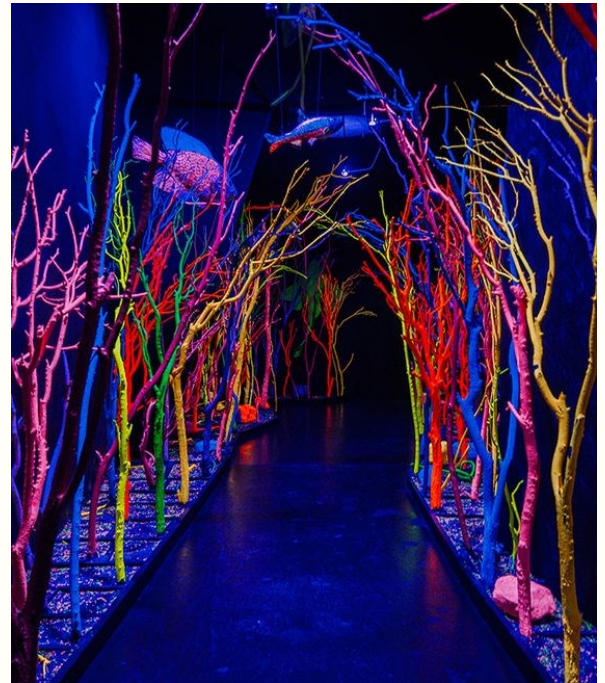


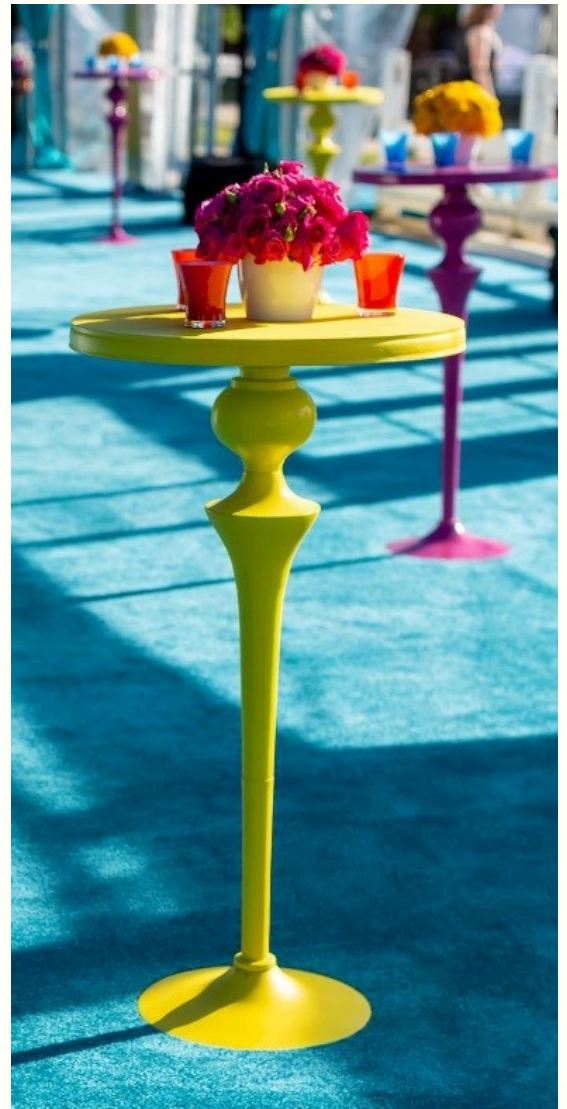


Electric Forest

Electric Forest is an enchanting music and arts festival that happens every year deep in the woodlands. This captivating theme will transform the forests of Colorado into a mystical realm where vibrant neon lights intertwine with pine trees, casting an otherworldly glow. As the sun sets, the forest comes alive with a symphony of beats and luminescent art installations. This surreal dreamscape invites attendees to lose themselves a little in the Electric Forest!

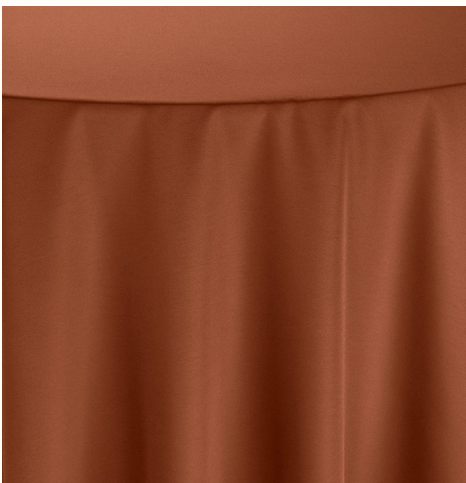
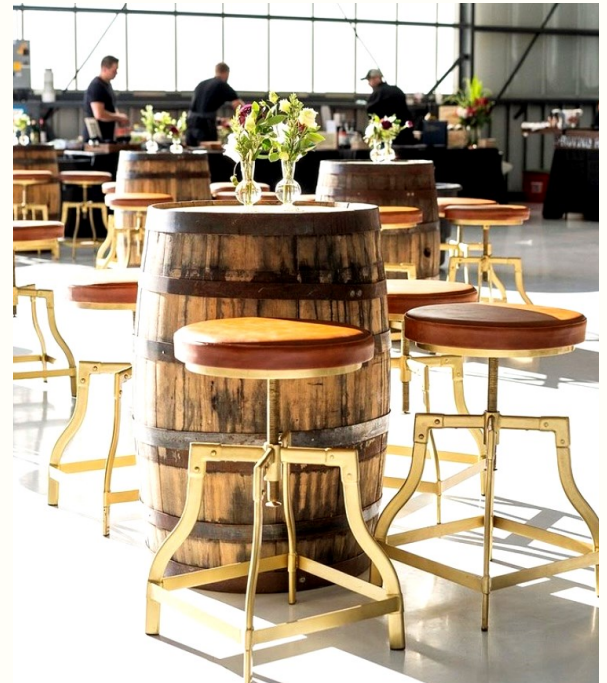
- Vivid colors—ranging from electric blues and radiant purples to fiery oranges and glowing greens





Colorado on Tap

- Colorado, also known as the, “Napa Valley of Beer”, is one of the biggest meccas of breweries in the country. Colorado On Tap brings the cozy feel of Colorado's beer culture and gardens to life. Imagine wooden picnic tables surrounded by local beer tasting tents with a beer expert to explain everything you need to know about the local Denver brews. Guests can enjoy local craft beers, live folk music, and natural decor with wood elements.
- Wooden hues with natural elements
- Picnic tables and bier garden style accenting

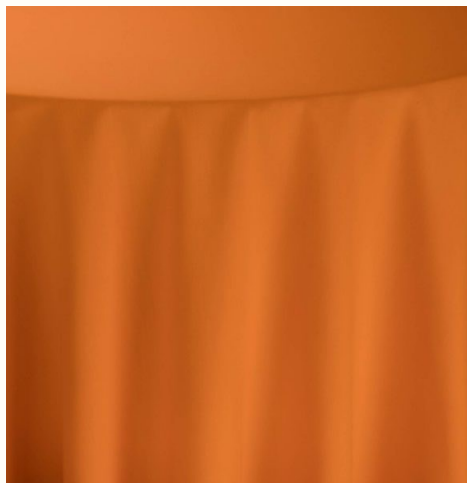




Rock the Rocks

Red Rock's reputation may precede it, but there's no replacement for experiencing this acoustically impeccable, naturally stunning landscape yourself. This event brings all warmth and colorful vibrancy of a visit to the iconic Red Rocks. The space is adorned with rich earthy tones, natural elements, and vibrant accents to resemble Red Rock's lively and bright atmosphere. A central wooden bar with marquee lighting keeps libations flowing for guests as they explore the numerous activations throughout the space.

- Earthy tones and rock-like structures that echo the iconic landscape's warmth and vibrancy
- Orange accents, natural elements, and marquee lighting bring the energetic feel of Red Rocks to life

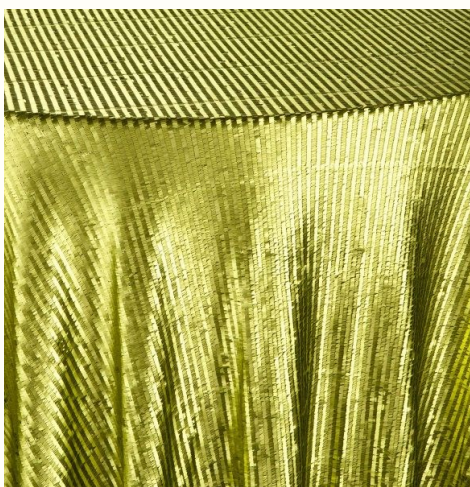




Retro Après Ski

Step into a vibrant world of neon colors, ski fashion, and retro vibes with this Retro Après Ski concept. This concept celebrates the glitz and glam of a bygone era, transporting you back to the heyday of après ski culture. Prepare to be transported into a world where the excitement of a retro ski adventure meets the sophistication of an award dinner.

- Bold patterns, colorful ski gear decor, and bright neon lights that capture the essence of the retro ski scene
- Vintage ski equipment, cozy faux fur accents, and retro elements





Rivers of the Rockies

Experience the natural wonder and bold richness of the iconic Colorado rivers. Picture the lawn adorned with vibrant blues, greens and earthy tones, reminiscent of the river's waters, forests and surrounding landscapes. With accents of bold wooden tones, the patio will be transformed to feel like an outdoor oasis surrounded by the natural beauty our state's rivers have to offer.

- Hues of deep blues and emeralds, and lighter tones of blues and tans paired with wood furniture





Rocky Mountain Road Trip

- Hop in & Buckle up for a breathtaking and energizing Rocky Mountain Road Trip! If there is one thing a true native here loves, it's taking a trip through the mountains that we call home. The Rocky Mountains hold a forest of wealth with touches of pine, tall mountain peaks, and leather accents that embrace the true mountain man spirit. Let us take you on a journey through some of the best elements of our state.
- Brown hues, wooden accents, and leather touches that evoke the spirit of the Rockies
- Pine elements and forest inspired ambience





Mile High Illumination

Prepare to be welcomed into the clandestine world of the Illuminati. This concept transcends you into the underground bunkers of the Denver International Airport, and provides an experience that brings life to the to the airport's pervasive legends and mystifying secrets.

- Blue and black hues accented by dynamic LED lights
- Sleek, modern aesthetics with mysterious, shadowy undertones, enhancing the aura of secrecy and intrigue that surrounds the airport's myths





Slopeside Chalet

"Apres Ski Chalet" transports guests to a warm, inviting cabin retreat. The space is adorned with rich wooden accents and winter-themed decor, creating a rustic yet elegant atmosphere. Faux fur throws and cushions add a touch of luxurious comfort, perfect for relaxing after a day on the slopes. The ambiance is further enhanced by soft lighting and seasonal decorations, offering a quintessential winter escape.

- White colors and rich wooden elements complemented by log structures
- Soft lighting and faux fur accents to enhance the cozy cabin feel





"SNOWBALL" LOUNGE PITS

