



2019



rodeohouston.com/wine

Entries Open:

Aug. 1, 2018

Early Entry

Discount Deadline:

Sept. 10, 2018

Entry Deadline:

Oct. 8, 2018

International Wine Competition:

Nov. 3-4, 2018

NRG Center,
Houston

Houston Livestock Show and Rodeo:

Feb. 25 - March 17

The Houston Livestock Show and Rodeo™ invites you to participate in our 16th annual Rodeo Uncorked! International Wine Competition.

As one of the largest International Wine Competitions in America, our Competition is judged by local and national experts with extensive wine credentials. Judging is based on a double-blind procedure and audited on site by PricewaterhouseCoopers, ensuring the highest integrity.

For 2019, the featured region will be California, Central Coast. Wines from this area will be eligible for additional awards.

Thanks to the participation of more than 1,100 wineries worldwide, we had 3,200 entries in 2018! Over the last 16 years, the Rodeo Uncorked! International Wine Competition has continued to grow and be recognized as a premier wine contest, while supporting one of the state's strongest charities.

The Houston Livestock Show and Rodeo™ promotes agriculture by hosting an annual, family-friendly experience that educates and entertains the public, supports Texas youth, showcases Western heritage and provides year-round educational support within the community. Since its beginning in 1932, the Rodeo has committed more than \$450 million to the youth of Texas.

Eligibility Requirements

All entries must be distributed in Texas and commercially available February - March 2019, during the Show. For a complete list of requirements, please review the Handbook, which can be found at rodeohouston.com/wine.

2019 Premium Awards

Custom, hand-tooled leather saddles are presented to our Top Award winners: Grand Champion Best of Show, Reserve Grand Champion Best of Show, Top Red Wine, Top White Wine, Top Sparkling Wine, Top Sweet Wine, Top Value Wine, Top Wine Company, Top Region Wine Company, Top All-Around Winery, Top Texas Winery, Top Texas Wine and Top Region Wine.

Winner Benefits

- » Listing of all medal and premium awards on the Show's website and sent to local media outlets.
- » Exposure for Class Champion, Reserve Class Champion and Double-Gold medal-winning wines to high-end consumers, trade and media at the Roundup & Best Bites Competition on Feb. 17, 2019, and the Champion Wine Auction & Dinner on Feb. 24, 2019.
- » Ability to cite earned International Competition Awards in all public relations and marketing.
- » Access to high-resolution formats for point of sale materials, including bottle-neckers, shelf-talkers, posters, etc.
- » Access to digital medals for use in online and print marketing campaigns associated with award-winning wines.
- » Top award winners annually receive media coverage online and in publications such as Southwest: The Magazine, Houston Press, Houston Chronicle, Houston Business Journal, and local news and radio stations.

To Enter: Visit rodeohouston.com/wine

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