



HOUSTON LIVESTOCK
SHOW AND RODEO™

2021 INTERNATIONAL WINE COMPETITION

ENTRIES OPEN:

Aug. 12, 2020

EARLY ENTRY

DEADLINE:

Sept. 14, 2020

ENTRY DEADLINE:

Oct. 5, 2020

DELIVERY DEADLINE:

Oct. 8, 2020

INTERNATIONAL WINE COMPETITION:

Nov. 13-15, 2020

NRG Center, Houston

HOUSTON LIVESTOCK SHOW AND RODEO:

March 2-22, 2021



rodeohouston.com/wine

CALL TO ENTRY

The Houston Livestock Show and Rodeo™ invites you to participate in our 18th 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 a double-blind procedure and audited on site by PricewaterhouseCoopers, ensuring the highest integrity.

For 2021, the featured region will be Sonoma County, California. Wines from this area will be eligible for additional awards.

Thanks to the participation of more than 1,100 wineries worldwide, we had 3,528 entries in 2020! Over the last 18 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 \$500 million to the youth of Texas.

ELIGIBILITY REQUIREMENTS

All entries must be distributed in Texas and commercially available during the show, February - March 2021. For a complete list of requirements, please review the Handbook, which can be found at rodeohouston.com/wine. A discounted entry fee of \$60 is available through Sept. 14, 2020. The regular entry fee is \$75.

2021 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 Dessert 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

- All Class Champions, Reserve Class Champions, Regional Class Champions, Reserve Regional Class Champions, Texas Class Champions and Reserve Texas Class Champions will receive a belt buckle.
- Double-Gold medal winning wines along with the above class award-winning wines will have exposure to high-end consumers, trade and media at the Roundup & Best Bites Competition Feb. 21, 2021, and the Champion Wine Auction & Dinner on Feb. 28, 2021.
- Listing of all medal and premium award-winners on the Show's website and the Rodeo Uncorked! Facebook group.
- Monthly wine dinners at Houston area restaurants featuring award-winning wines.
- Ability to cite earned International Competition Awards in all public relations and marketing.
- Access to digital medals and awards for use in online listings and promotions.
- Access to high-resolution formats for point of sale materials such as bottle-neckers, shelf-talkers, posters, etc., including digital medals for online and print marketing.
- Top award-winners will receive media coverage online and in publications such as Houston Press, Houston Chronicle, Facebook and other local food and dining media outlets.

SPECIAL BENEFITS FOR TEXAS WINERIES

- Top performing Texas wineries will be featured in Texas Monthly Magazine in early 2021.
- The top performing Texas wineries will also be invited to participate in Texas Wine Celebration Day in the Champion Wine Garden during the 2021 Houston Livestock Show and Rodeo.

TO ENTER: Visit rodeohouston.com/wine • **CONTACT:** 832.667.1184 • wine@rodeohouston.com