

2024 PARTICIPANT SIGN-UP

The Houston Livestock Show and Rodeo™ invites you to be a culinary participant in the 2024 Rodeo Uncorked! Roundup & Best Bites Competition on Sunday, Feb. 18, 2024.

As a participant and contributor, the Roundup & Best Bites Competition allows you to showcase your cuisine to our wine and food loving guests. Guests will enjoy your bites while sipping award-winning wines from the Rodeo Uncorked! International Wine Competition. With its continuing success, we typically host more than 5,500 food and wine connoisseurs for this fun evening at NRG Center. Custom belt buckle awards will be given to our top competitors across multiple food categories.

Our layout maximizes guest interaction and culinary exposure. Participants who sign up by Dec. 4, 2023, will have an opportunity to request their booth location. Please refer to the enclosed layout on the third page to select your preferred section. Please note this layout is subject to change. Location requests will be granted as space allows.

Sign up today by filling out the online form and reviewing the indemnity form. Please reference the key dates in the header on the next page of this packet. You may also contact the Wine Show office at wine@rodeohouston.com. We can't wait to show off our restaurant participants and host foodies from all over Houston. See you there!

Cheers,

Kelton Tonn

Vice Chair, Roundup & Best Bites
Wine Events Committee

Mike Sarubbi

Chair
Wine Events Committee

Carol Coale

Captain, Restaurant Relations
Wine Events Committee

Dr. Bryan J. Blonder

Officer in Charge

TUESDAY, SEPTEMBER 4, 2023

Best Bites Competition entries open online.

MONDAY, DECEMBER 4, 2023

Early entry deadline – any entity that has signed up and submitted their signed indemnity form by this date will get additional benefits, outlined below.

FRIDAY, JANUARY 12, 2024

Deadline to sign up with guaranteed placement in the printed program.

SUNDAY, FEBRUARY 18, 2024

Rodeo Uncorked! Roundup & Best Bites Competition at NRG Center.

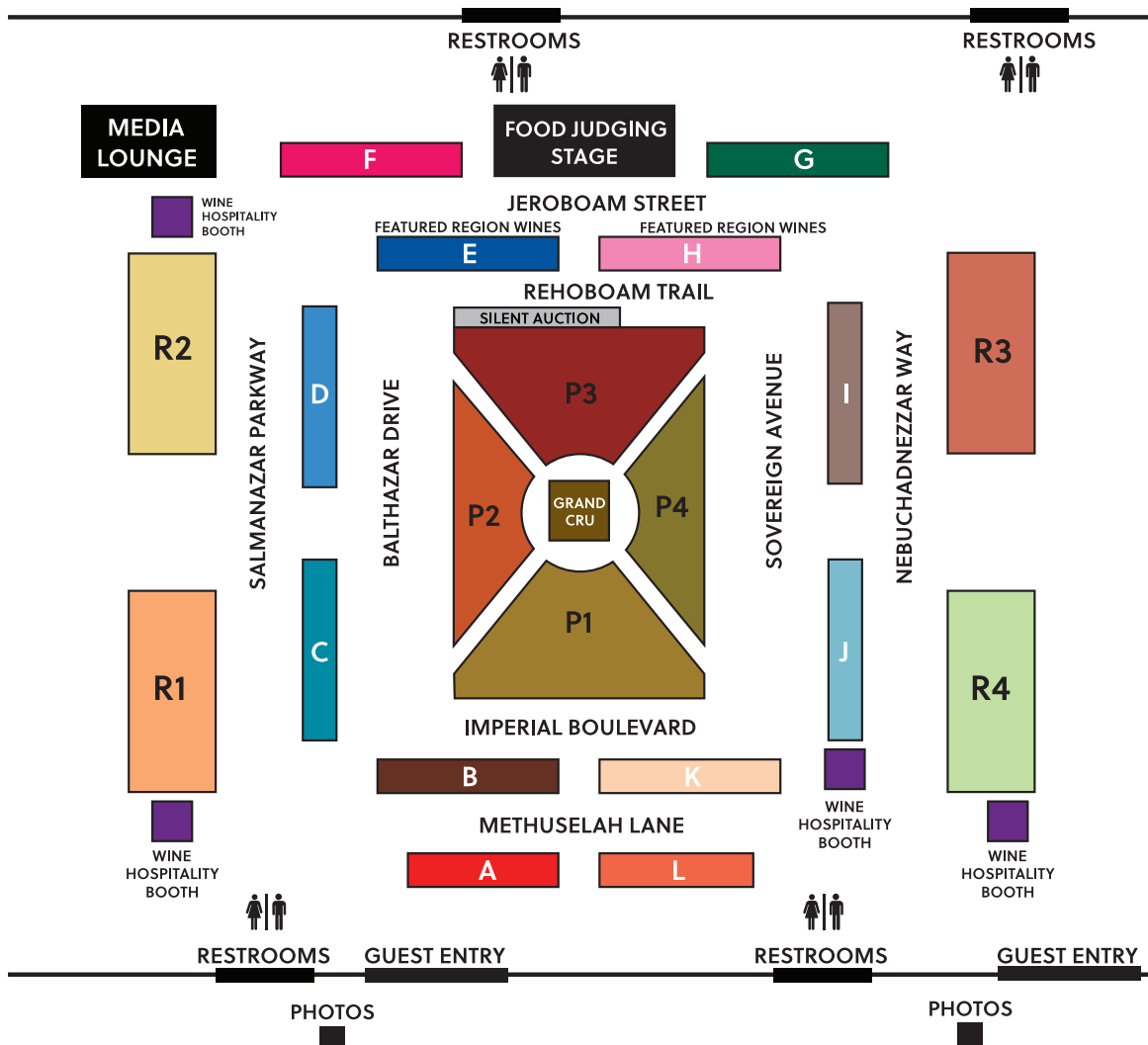


ADDITIONAL BENEFITS

- Static sticker indicating your participation, as well as digital participation “stickers” to use online.
- A wall plaque recognizing your participation to hang in your establishment.
- Pre- and post-media exposure via culinary listing on the Show website, the Rodeo Uncorked! Facebook group, and recognition in media publications such as Houston Press, Paper City Magazine and Culture Map.
- All participants will have the opportunity to win custom belt buckle awards in the Best Bites Competition across various categories.
- Two silver badges that will provide entry for two people into NRG Park. Silver badges can be used to enter the Show grounds (Feb. 27 – March 17, 2024) and the World’s Championship Bar-B-Que Contest (Feb. 22 – 24, 2024). Silver badges are not valid for entry into Rodeo Uncorked! events or RODEOHOUSTON® performances. Anyone who signs up **and** provides the signed indemnity form by Dec. 4, 2023, will receive a third silver badge.
- Guaranteed inclusion in the event program if signed up by Jan. 12, 2024.
- Photos of your food presentation (available via email) if station is set up and food is ready by 5 p.m. If you have a special request, email Curtis Matthews at curtis_matthews@hotmail.com.

Rodeo Uncorked!

Houston Livestock Show and Rodeo™



WINNING WINES* & RESTAURANTS

SECTION A	SECTION E*	SECTION I
SECTION B	SECTION F	SECTION J
SECTION C	SECTION G	SECTION K
SECTION D	SECTION H*	SECTION L

*WINES FROM OUR FEATURED REGION CAN BE FOUND IN SECTION E AND H

TABLE BUYER SEATING

GRAND CRU	
PREMIUM - P1	RESERVE - R1
PREMIUM - P2	RESERVE - R2
PREMIUM - P3	RESERVE - R3
PREMIUM - P4	RESERVE - R4

RODEO UNCORKED! ROUNDUP & BEST BITES COMPETITION FACT SHEET

WHAT

The Rodeo Uncorked! Roundup & Best Bites Competition is the Houston Livestock Show and Rodeo's™ food and wine tasting celebration. This event features award-winning wines from the International Wine Competition and signature dishes from the Houston area's top chefs and culinary institutions.

DATE/LOCATION

Sunday, Feb. 18, 2024, NRG Center, Halls D and E, 6 - 9:30 p.m.

TIME

Your station must be set up and ready to serve no later than 5 p.m.; we will conduct our wristband check at this time. Note: Grand Cru table guests will be admitted at 5:15 p.m., though they will be in a private reception until 6 p.m. Other table guests enter at 6 p.m. and General Admission ticket holders at 6:30 p.m.

MENU

We expect approximately 5,500 attendees. Each participating culinary entity must provide a minimum of 1,500 complimentary tasting portions (2-3 oz) of a dish that reflects its signature cuisine.

SETUP

Participants will be provided with two 8' tables with black tablecloths (one skirted in front for serving, one in back for preparation). Every participant is strongly encouraged to decorate and individualize their serving station, including linens. Culinary name signs are provided for all participants.

SUPPLIES

You will be provided with cocktail napkins, 6" disposable plates or 4" bowls, and forks or spoons based on your supply request. Restaurant liaison volunteers will be available so you may obtain additional supplies as needed. Please bring all necessary utensils and equipment for serving including proofing cabinets, sterno, chafing dishes, etc. **PLEASE BRING DOLLIES OR CARTS TO TRANSPORT YOUR EQUIPMENT TO AND FROM YOUR VEHICLE. THESE WILL NOT BE PROVIDED.**

ELECTRICAL

Participants must specify electrical needs for all equipment used at the event. There are no electrical outlets in Halls D or E, and all connections must be done by our outside contractor via written request. You will be given the opportunity to provide us with your needs on the competition supply form which will be sent in early 2024.

RESTRICTIONS

We will not have an on-site kitchen or equipment available for use. Fire safety codes do not allow propane or any open flames to be used inside this venue. The selling of any items is not permitted during the event.

PLEASE NOTE: NO OUTSIDE ALCOHOL IS PERMITTED ON THE PREMISES.

STAFF

You may have a maximum of five people to serve at your station. A limited number of tickets will be available for sale for additional team members on a first-come, first-served basis. Contact wine@rodeohouston.com to obtain purchasing information.

PHOTOGRAPHY

A photographer will be taking pictures of each station prior to the event, so please arrive early and be set-up by 5 p.m.

The Houston Livestock Show and Rodeo is a Section 501(c) (3) charity that 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.

Please contact the Wine Show office at [832.667.1184](tel:832.667.1184) or wine@rodeohouston.com with any questions.