



GrapeFest® 2010

People's Choice Wine Tasting Classic

General Information

DESCRIPTION:

The People's Choice Wine Tasting Classic welcomes the public to be the judge by sampling and voting for their favorite Texas wines. Wines will be judged and awards will be presented in 10 categories:

<u>CATEGORY</u>	<u>RESIDUAL SUGAR</u>
Chardonnay	
White Varietals, All other	< 1.5%
White Proprietary Blends	
White Varietals, Sweet	> 1.5%
Blush / Rose	
Cabernet Sauvignon	
Merlot	
Red Varietals, All other	< 1.5%
Red Proprietary Blends	
Red Varietal, Sweet	> 1.5%

A combined count of all ballots received will determine the winning wine in each category. Gold = First Place, Silver = Second Place, Bronze = Third Place.

AWARDS:

The People's Choice Wine Tasting Classic Awards Ceremony will take place on Sunday, September 19 at 5:00 p.m. inside the People's Choice Wine Tasting Classic Pavilion.

LOCATION:

Discover Historic Downtown Grapevine, Texas located minutes from DFW International Airport in the heart of the Dallas/Fort Worth Metroplex. This charming community offers 11,000 hotel rooms within 10 minutes of Downtown, 800,000+ square feet of meeting space, a beautifully restored historic district, several winery tasting rooms, a ca.1896 steam excursion train and much more. Call 800.457.6338 or visit www.GrapevineTexasUSA.com.

CONTACT

INFORMATION:

Jodie Post, Texas Wine and Grape Growers Association, jodie@twgga.org
Gayle Hall, Director of Festivals & Events, GHall@GrapevineTexasUSA.com
Tom Wayne, Assistant Director of Festivals & Events
TWayne@GrapevineTexasUSA.com

PEOPLE'S CHOICE VOLUNTEERS:

Dottie Dii Bon
Bruce & Rene Herndon
Debbie Hooker
Dick & Paula Jones
Brian Lucas
Debbie Reynolds
Mark & Sonya Terpening

FESTIVAL ATTENDEES DEMOGRAPHICS:

<u>Household Income</u>		<u>Age Breakdown</u>	
15%	\$150,000.00+	4%	60+
15%	\$100,000.00 - \$149,000.00	10%	50 – 59
23%	\$75,000.00 - \$99,999.00	19%	40 – 49
21%	\$50,000.00 - \$74,999.00	30%	30 – 39
18%	Under \$50,000	26%	20 – 29

FESTIVAL ATTENDANCE:

GrapeFest 2005 – 242,775
 GrapeFest 2006 – 268,454
 GrapeFest 2007 – 264,850
 GrapeFest 2008 – 205,350 (Hurricane Ike)
 GrapeFest 2009 – 264,283

PEOPLE’S CHOICE WINE TASTING CLASSIC ATTENDANCE:

GrapeFest 2005 – 7,607
 GrapeFest 2006 – 7,806
 GrapeFest 2007 – 8,025
 GrapeFest 2008 – 4,348 (Hurricane Ike)
 GrapeFest 2009 – 4,563 (Rain)

FESTIVAL HOURS:

Thursday	September 16	10:00 a.m. – 10:30 p.m.
Friday	September 17	10:00 a.m. – 11:30 p.m.
Saturday	September 18	10:00 a.m. – 11:30 p.m.
Sunday	September 19	11:00 a.m. – 6:00 p.m.

PEOPLE’S CHOICE WINE TASTING CLASSIC SESSIONS:

Thursday, September 16

Session 1	5:00 p.m. – 6:30 p.m.
Session 2	7:00 p.m. – 8:30 p.m.

Friday, September 17

Session 3	5:00 p.m. – 6:30 p.m.
Session 4	7:00 p.m. – 8:30 p.m.

Saturday, September 18

Session 5	11:00 a.m. – 12:30 p.m.
Session 6	1:00 p.m. – 2:30 p.m.
Session 7	3:00 p.m. – 4:30 p.m.
Session 8	5:00 p.m. – 6:30 p.m.
Session 9	7:00 p.m. – 8:30 p.m.

Sunday, September 19

Session 10	1:00 p.m. – 2:30 p.m.
Session 11	3:00 p.m. – 4:30 p.m.
Awards	5:00 p.m.

Winery Name & Owner:

RULES AND REGULATIONS

(Please initial each of the points below and return with the entry forms)

- _____ GrapeFest People's Choice Wine Tasting Classic Entry Forms must be submitted by **Monday, July 12.**
- _____ Wineries may only enter one wine per category. No more than four wines will be selected per winery. A separate wine entry form is required for each entry.
- _____ A minimum of two wineries must be represented in each category for judging to occur.
- _____ **Wines must contain at least 75% Texas grapes and/or juice.**
- _____ Wines will be poured using one-half (1/2) ounce pour spouts during the sessions.
- _____ No fortified or port wines will be accepted for the People's Choice Wine Tasting Classic.
- _____ Wine will be allocated evenly for each of the sessions. This will ensure that each session has all entries available.
- _____ Winery participants are asked to attend a meeting on **Thursday, September 16 at 4:00 p.m.** in the People's Choice Wine Tasting Classic Pavilion.
- _____ The Grapevine Wine Pouring Society provides trained pourers. Due to space, there is a maximum of two winery staff members per booth per session. There are no exceptions.
- _____ Tablecloth decorations are allowed, but no other furniture or signs can be placed at your booth. Festival staff will determine and install, if space is available to hang one banner, six feet or less per winery.
- _____ No electricity is provided. TVs, radios and fans brought in must be battery operated, **NO EXCEPTIONS.**
- _____ The festival will provide:
- Two 6-ft skirted tables (one to pour, one for service)
 - One dump bucket, one water pitcher and paper towels
 - Shared bar back for service
 - One-half (1/2) ounce pour spouts
 - Signage
 - Crackers and cheese are provided; do not bring any other food item or candy
- _____ The festival will order and purchase thirty-six (36) 750 ml bottles (or equivalent) of each wine selected; wine orders will be placed the week of **August 9.**
- _____ Wine deliveries must be received by **Friday, September 10.**
- Please ship wine to: Grapevine Convention & Visitors Bureau
Attention: People's Choice
206 W. Hudgins St.
Grapevine, Texas 76051
- _____ **Please note that sessions will begin on Thursday, September 16!**

Winery Name & Owner:

Volunteer Request Form

(Please initial the applicable box and return with your entry forms.)

The Grapevine Wine Pouring Society can provide trained wine pourers for each winery during each session. Every winery must submit their volunteer request below.

_____ The winery **will not need** a Grapevine Wine Pouring Society volunteer to pour wine for any session.

_____ The winery **will need** a Grapevine Wine Pouring Society volunteer to pour wine for every session.

_____ The winery will need a Grapevine Wine Pouring Society volunteer to pour wine for selected sessions indicated below:

Thursday, September 16

_____ Session 1 5:00 p.m. – 6:30 p.m.
_____ Session 2 7:00 p.m. – 8:30 p.m.

Friday, September 17

_____ Session 3 5:00 p.m. – 6:30 p.m.
_____ Session 4 7:00 p.m. – 8:30 p.m.

Saturday, September 18

_____ Session 5 11:00 a.m. – 12:30 p.m.
_____ Session 6 1:00 p.m. – 2:30 p.m.
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Sunday, September 19

_____ Session 10 1:00 p.m. – 2:30 p.m.
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GrapeFest[®] 2010
People's Choice Wine Tasting Classic
Winery Contact Form

**Please print clearly and return by
Monday, July 12, 2010!**

The information below will be used for all internal communications. This is the address and contact information where you would like all GrapeFest related materials to be sent.

This information will not be published.

WINERY NAME: _____

WINERY CONTACT: _____

CONTACT PHONE NUMBER: _____

CONTACT ADDRESS: _____

CITY: _____ STATE: _____ ZIP: _____

CONTACT E-MAIL: _____

DISTRIBUTOR: _____



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Winery Entry Form

**Please print clearly and return by
Monday, July 12, 2010!**

Please use a separate form for each entry. Make copies of this form as needed.

WINERY NAME: _____ DISTRIBUTOR: _____

TOTAL NUMBER OF WINES SUBMITTING: (Maximum 4 entries) _____

PLEASE SELECT A CATEGORY:.
(Only one wine per category)

- | | |
|---|----------------------------------|
| ___ Chardonnay | ___ Cabernet Sauvignon |
| ___ White Varietals, All Others (<1.5%) | ___ Merlot |
| ___ White Proprietary Blends (<1.5%) | ___ Red Varietals, All Others |
| ___ White Varietals, Sweet (>1.5%) | ___ Red Proprietary Blends |
| ___ Blush/Rose | ___ Red Varietals, Sweet (>1.5%) |

WINE ENTRY NAME: _____

GRAPE VARIETAL(S): _____ BOTTLE SIZE: _____

VINTAGE: _____ RESIDUAL SUGAR: _____ NUMBER OF CASES PRODUCED: _____

CASE PRICE TO FESTIVAL: _____ RETAIL CASE PRICE: _____

TASTING NOTES:
