

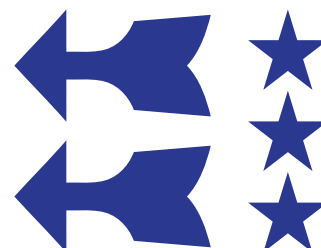


WINE PROGRAM – BLUE RIBBON SELECTION



Agriculture is a key component of the mission of the State Fair of Texas. To showcase this growing sector of Texas agriculture, the Fair has expanded its wine program during the last several years. Not only does the Fair host Texas wines in the State Fair Wine Garden for the 24 days of the Fair, but we also leverage our communication channels all year to promote the Texas wine industry.

Each year, more than 2.2 million visitors enjoy the State Fair of Texas. Approximately, 12% of attendees stop by the State Fair Wine Garden to enjoy a glass of Texas wine. That's a Big Tex size glass of wine!



BLUE RIBBON SELECTION

In 2018 the State Fair of Texas started the annual Blue Ribbon Selection Wine Competition. **Twelve Texas wines selected to be part of this program will be showcased in a dedicated tasting window throughout the 24 days of the Fair.**

The concession operator for the State Fair Wine Garden will purchase needed inventory to execute paid daily tastings from the selected wineries at standard wholesale pricing. The concessions staff will execute the pouring program for the dedicated “Blue Ribbon” window. Wines will be sold in 1 fluid ounce samples, by the glass and by the bottle within the State Fair Wine Garden.

While wineries are not responsible for staffing the window, they are always welcome to come out to the Fair and engage with fans.

ABOUT THE COMPETITION

- A blind panel of judges will select 12 wines to be featured as part of the GO TEXAN Blue Ribbon Selection. **The 12 wines will represent three categories – Red Wines, White Wines and Rose' Wines.** Five Reds, four Whites and three Rose' will be selected each year.
- **Online registration for the Blue Ribbon Selection will open on March 25, 2019.** Wineries can submit registration through May 24, 2019.
- State Fair must receive submitted bottles of wines by May 31, 2019 to be eligible for the judging.
- Judging will take place the second week of June 2019 and selection will be publicly announced in late June.
- The Texas Department of Agriculture is a partner of the State Fair of Texas on the Blue Ribbon Selection. Wines do not have to be GO TEXAN members to enter and membership status does not impact results.

PARTICIPATION IN THE BLUE RIBBON SELECTION

- **Wineries must register** for the Blue Ribbon Selection Wine Competition within the deadline dates.
- **Submission wines must be received no later than May 31, 2019** to be considered in the competition.
- Wineries can submit up to **five entries per year** (in total) in any of the three categories.
- Wineries must submit **four bottles of each submitted wine** for judging.
- **Wines submitted must be Texas wine with 75% of the grapes used to produce the wine are from Texas.**



VISIBILITY FOR BLUE RIBBON SELECTION WINES

The twelve wines and wineries selected to be part of this program are showcased throughout the year by the State Fair of Texas and during the 24 days of the Fair. Visibility includes:

- Inclusion in press event and PR / social media announcement of the Selection in June.
- Showcased (including pictures of the bottles) on the State Fair of Texas Wine Garden page on BigTex.com.
- Featured in one monthly eNewsletter and in one Fair Guide distributed during the Fair. Estimated distribution is 800,000 for both emails.
- Photo inclusion and web links in blog posts related to the State Fair Wine Garden on BigTex.com.
- Weekly Twitter campaign during the run of the Fair promoting the Selection with social tagging of wineries.
- Weekly Facebook and Instagram campaign on "Wine Wednesdays" showcasing the wines and wineries with social tagging of wineries.
- Blue Ribbon Selection featured on signage in the State Fair Wine Garden and on table tents.

Don't Miss This Program



WINE GARDEN TASTING EXPERIENCE

allows wineries to have on-site presence for sampling at the Fair for a one to three-day dedicated window in the Wine Garden. Wineries can engage with Fair attendees and showcase their wines. Registration for 2019, opens on July, 9, 2019.



FIND OUT MORE ABOUT THE WINE PROGRAM AT THE
★★★★★ STATE FAIR OF TEXAS AT ★★★★★

BIGTEX.COM/WINEPROGRAM

