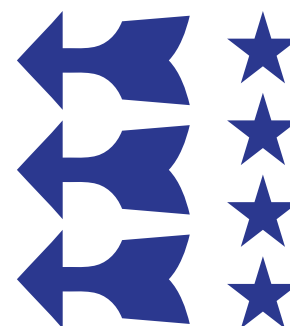




WINE PROGRAM – TASTING EXPERIENCE

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!



WINE GARDEN TASTING EXPERIENCE

The State Fair of Texas provides Texas wineries the opportunity to introduce their wine to thousands of new potential customers. Each day of the Fair, four wineries can participate in paid sampling in the State Fair Wine Garden.

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, but wineries must provide a representative to provide education about the wine to Fair attendees.

Wines will be sold in 1 fluid ounce samples, by the glass and by the bottle within the State Fair Wine Garden.

PARTICIPATION IN THE WINE GARDEN TASTING EXPERIENCE

- Wineries must register to participate for the Wine Garden Tasting Experience within the deadline dates. Registration will be on July 9, 2019 and remain open until all slots are filled or until August 2, 2019.
- The tasting schedule is built on a first request basis. Wineries registration date is a factor if more than one winery requests a date.
- Wineries can request more than one date.
- Wineries are required to provide staffing to assist with education. Credentials and parking for staff is provided. Wineries that fail to provide staffing will not be illegible for the program in following year.
- Wineries can bring three to five wines for sampling. Wines that are sampled must be Texas wine with 75% of the grapes used to produce the wine are from Texas.



VISIBILITY FOR TASTING EXPERIENCE WINERIES

Wineries participating in this program are showcased during the 24 days of the Fair. Visibility includes:

- Complete listing of the tasting experience schedule on the State Fair of Texas Wine Garden page on BigTex.com.
- The tasting experience schedule with web links in blog posts related to the State Fair Wine Garden on BigTex.com
- The tasting experience schedule featured in the Online Daily Schedule on BigTex.com.
- Weekly Twitter campaign during the run of the Fair promoting the Tasting Experience participants with social tagging of wineries.
- Weekly Facebook and Instagram campaign on "Wine Wednesdays" showcasing the wines in the tasting experience with social tagging of wineries.
- Tasting Experience schedule featured on signage in the State Fair Wine Garden and on table tents.

Don't Miss This Program



BLUE RIBBON SELECTION

are wines selected in the State Fair's own wine competition. Twelve highly-rated wines are showcased all 24 days of the Fair in a dedicated tasting window for the Blue Ribbon Selection in the Wine Garden. Registration for the Wine Competition opens on March 25, 2019.



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

BIGTEX.COM/WINEPROGRAM

