

2025 PARTICIPANT SIGN-UP

The Houston Livestock Show and Rodeo would like to invite you to the 2025 Rodeo Uncorked! Roundup & Best Bites Competition on Sunday, Feb. 23, 2025 as a culinary participant.

As a participant and contributor, the Roundup & Best Bites Competition would allow you to showcase your cuisine to more than 6,000 food and wine connoisseurs. While sipping award-winning wines from the Rodeo Uncorked! International Wine Competition, guests will have the opportunity to taste your bites and cast their vote. Custom belt buckle awards will be given to our top competitors across multiple food categories.

Our event layout maximizes guest interaction and culinary exposure. Participants who sign up by Dec. 3, 2024 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 second page of this packet. You may also contact the Wine Show office at wine@rodeohouston.com if you have any questions. We can't wait to show off our restaurant participants and host foodies from all over Houston. See you there!

Cheers,

Kelton Tonn

Vice Chairman, Roundup & Best Bites
Wine Events Committee

Carol Coale

Captain, Restaurant Relations
Wine Events Committee

Mike Sarubbi

Chairman
Wine Events Committee

Amy Pinkham Miller

Vice President

TUESDAY, SEPTEMBER 10, 2024

Best Bites Competition entries open online.

FRIDAY, JANUARY 10, 2024

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

TUESDAY, DECEMBER 3, 2024

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

SUNDAY, FEBRUARY 23, 2025

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



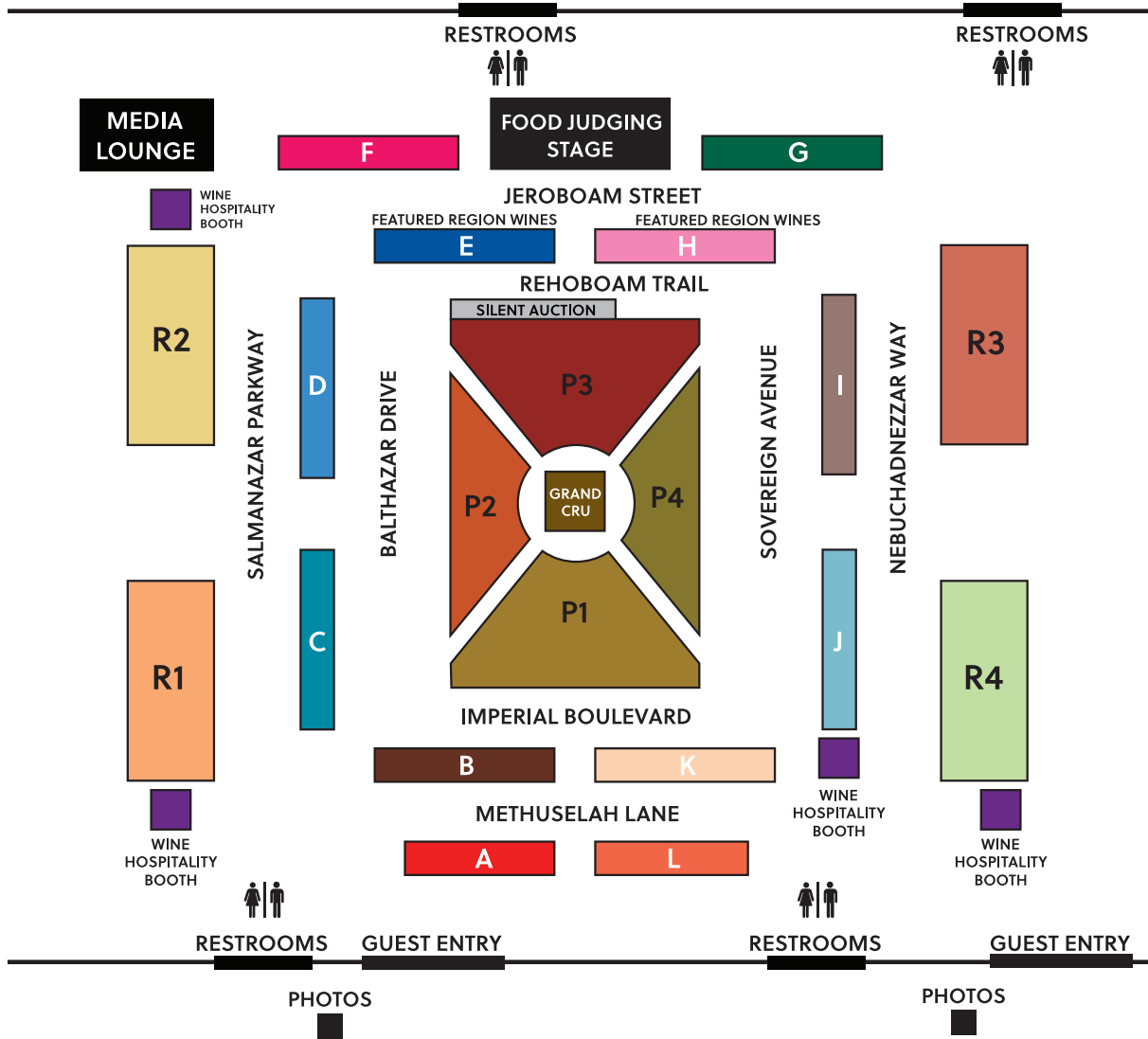
ADDITIONAL BENEFITS

In addition to the opportunity to have your food on display for over 6,000 Houston foodies, there are several other benefits we offer.

- If you sign up to participate by Jan. 10, 2025, it is guaranteed your name will be included in the event program which all guests receive upon arrival.
- All participants will receive two silver badges that provide entry for two people into NRG Park. Silver badges can be used to enter the Show grounds (March 4 – 23, 2025) as well as the World's Championship Bar-B-Que Contest (Feb. 27 – Mar. 1, 2025). Silver badges are not valid for entry into Rodeo Uncorked! events or RODEOHOUSTON® performances. Restaurants that sign up and provide the signed indemnity form by Dec. 3, 2024, will receive a third silver badge.
- On the day of the event, if your station is set up and the food is prepared by 5 p.m., a photographer will come by to take photos of your presentation. These photos will be available on SmugMug after the event. If you have a special request, email us at wine@rodeohouston.com.
- All participants will have the opportunity to win custom belt buckle awards in the Best Bites Competition across various categories.
- All parties who enter will take home a wall plaque and window cling sticker recognizing your participation to hang in your establishment, as well as digital stickers for online use.
- Finally, there will be pre- and post-media exposure via culinary listing on the Show website, the Rodeo Uncorked! Facebook group, and winner recognition in media publications such as Houston Press, Paper City Magazine and Culture Map.

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. 23, 2025, 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 6,000 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.

PERMIT

New in 2025: All participants are required to secure a City of Houston temporary health permit. HLSR will reimburse this expense to participants after successful participation in Best Bites. A payment receipt will be required.

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 permanent 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 2025.

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. No one under 21 years of age is allowed at this event; please plan your staffing accordingly. 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 complete your 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** or wine@rodeohouston.com
with any questions. rodeohouston.com/wine