

Wine & Food Week

Presented by 



SIPS SUDS & TACOS



4th Annual
Taco Takedown
Competition

Friday, June 8, 2018
6:00 - 9:00 pm

SIPS SUDS & TACOS



Delight event attendees and judges with your tasty taco creation! The top winners will be posted on the event website and supported with a post event public relations campaign.

With an attendance of 1,000+ people, live music, plus wine and beer tastings to compliment your tacos; this event will show off your best chefs and best tacos to The Woodlands and Houston communities. Over ten restaurants will compete for this award so make sure that you are among the creative chefs presenting the tastiest taco for a truly unique taco trophy!



2017 Demographic Details



Attendance Growth

2005 – 4,200
Year 1: 24 events

2009 – 10,601
Year 5: 40 events

2015 – 11,000
Year 11: 14 events



2017 Guests:

Featured Chefs & Food Stations – 60
Culinary Judges – 21
Wine Wizard Industry Representatives – 100+
Wineries – 300+
Volunteers – 300+

Attendee stats

64% Female	37% Male
Average Age	43 years
21-34	30%
35-54	47%
55+	23%

How did you hear about Wine & Food Week

Online/Facebook/E-mail	21.4%
Friend/Family/Referral	43.7%
Newspaper/Print	14.3%
Other	20.6%

National Partners

Aruba Tourism
Banfi Vintners
Constellation Wines
Goya
Italy-America Chamber of Commerce
MEXICO Tourism
New Wines of Ancient Thrace
The Wine Hunter
The Wine Group
TEXAS Monthly
Waterford Crystal

Research by The Woodlands Convention and Visitors Bureau – 2016 and EventBrite Analytics

Average Household Income

Under \$50,000	9.2%
\$50,000 - \$75,000	22.3%
\$75,000 - \$100,000	18.5%
\$100,000- \$200,000	30.8
\$200,000+	19.2
50% over \$100,000 !	

Attendee monthly expenditure on wine

Under \$50	32.6%
\$50-\$100	25.3%
More than \$100	42.1%

Proud to raise funds for our charity partners



2017 Demographic Details



Where the attendees are coming from

From inside The Woodlands 23%
From outside The Woodlands 77%

*Zip codes in The Woodlands include:
77380, 77381, 77382, 77384, 77386, 77389

Wine & Food Week welcomed guests from California, Colorado, Florida, Louisiana, Maine, Massachusetts, Oklahoma, South Carolina, Tennessee, Virginia as well as cities all over Texas.

Conroe	8%
Cypress	7%
Houston	12%
Spring	31%
The Woodlands	23%
Other Texas Cities	19%

Visitors came from 46 cities across Texas including

Amarillo	La Porte
Austin	League City
Beaumont	Magnolia
Bedias	Missouri City
Bellaire	Montgomery
Buda	New Waverly
Cleveland	Oak Ridge North
Conroe	Pflugerville
Cypress	Pinehurst
Dallas	Plano
Deer Park	Plantersville
Friendswood	Porter
Galveston	San Antonio
Garwood	Seabrook
Hempstead	Shenandoah
Highlands	Silsbee
Hockley	Spring
Houston	Stafford
Humble	The Woodlands
Huntsville	Tomball
Katy	Waco
Killeen	Waller
Kingwood	Willis

Esteemed Guests and Judges 2017



Just Desserts Zone Judges



Jake Gober
Culinary Manager &
Sous Chef/TV
Personality
Silver Whisk
Houston, Texas



Myrna Gober
Founder/Executive Chef
Silver Whisk
Houston, Texas



Katherine Shilcutt
Houstonia
Managing Editor
Houston, Texas



Morgan Jankovic
The Foodie Chef
Houston, Texas



Dominique Bocquier
Bakery & Pastry Chef
Le Notre
Houston, Texas



Taco Takedown Award Judges



Ronnie Crocker
Writer / Beer TX Blogger
Houston Chronicle
Houston, Texas



Hank Lewis
Owner / Publisher
HankOnFood.com
Houston, Texas



Megha Tejpal
Contributing Editor
CityBook, Food Blogger
Houston Chronicle
Houston, Texas



Todd Ricard
Senior Winemaker
Wildhorse Winery &
Vineyards
Houston, Texas



www.wineandfoodweek.com
[#wineandfoodweek](https://twitter.com/wineandfoodweek)

Esteemed Judges 2017

***Chef of Chefs* Judges for the national Waterford Crystal trophy and \$5,000 cash prize**



Anthony Chevalier
Lecturer
UH – Conrad N. Hilton College
Houston, Texas



Ryan Hildebrand
FM Kitchen & Bar
Executive Chef
Houston, Texas



Jailyn Marcel
Writer / Contributor
PaperCity
Houston, Texas



Tanji Patton
Executive Producer
Great Taste TV
Houston, Texas



Jacques Fox
Owner/Executive Chef
Artisans
Houston, Texas



Ellie Sharp
Editor, Zagat
Houston, Texas



Phaedra Cook
Lead Restaurant Critic
Houston Press
Houston, Texas



Greg Morago
Food Editor
Houston Chronicle
Houston, Texas



Pat Sharpe
Restaurant Editor
Texas Monthly
Austin, Texas



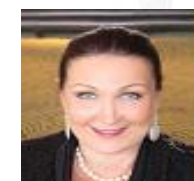
Nicolas Yanes
Juniper Restaurant
Executive Chef
Austin, Texas



Carmelo Mauro
Proprietor
Carmelo's Italian Restaurant
Houston, Texas



Holly Crawford
Houston Modern Luxury
Editor at Large
Houston, Texas



Cleverly Stone
26 TV
Broadcaster
Houston, Texas

And the Winners are...



Chef of Chefs Winner
Hassan Obaye
Executive Kitchen
Manager
La Table
Houston, Texas

Winning Dish:
Black truffle cheese soufflé and
parmesan emulsion with
chanterelles and morels.



2nd Runner Up
Jesse Cavazos
Executive Chef
Cru Food & Wine Bar
The Woodlands, Texas

Winning Dish:
Applewood smoked diver
scallops, sweet corn jus and
pickled vegetables topped
with crispy duck skin.



1st Runner Up
Santiago de la Cruz
Executive Chef
The Woodlands Country Club
The Woodlands, Texas

Winning Dish:
Martini Tamale made up of
chicken mole, carne a la
Mexicana and pork carnitas



Just Desserts Winner
Michael Gaddy
Executive Pastry Chef
The Woodlands, Waterway
Marriott
The Woodlands, Texas

Winning Dish:
Mango chili margarita
macaron, mango passion
curd, Vanilla lime Chantilly,
caramelized raspberry
sauce,
garnished with fresh
strawberries, blackberries
and raspberries dipped in
58% Maracaibo
chocolate.



**Taco Takedown Award
Winner**
David Cordua
Executive Chef/Owner
The Cordua Group
Churrasco's Steak & Seafood
Houston, Texas

Winning Dish:
Korean fried chicken taco,
made with La Vaquita queso
fresco cheese and toasted
sesame, topped off w/hoisin
sauce, pickled cabbage,
mint, cilantro & basil



Wine & Food Week Provides

- A 6' front and back prep table with black tablecloth and table sign
- Heath Department permit
- Two (2) workers badges for employees working
- Two (2) general admission tickets to Sips, Suds & Tacos (for guest use or online promotional giveaway)
- Logo and listing on event website with click-through to your designated site
- Chef photo featured in event program if submitted before deadline
- Chef photo and bio featured on event website
- Supply of pre-printed promotional event materials (posters, brochures)

Restaurant Provides

- 600 tacos to last all hours of event
- Restaurant is responsible for all signage, promotional materials, décor, staffing, serving pieces (plates, napkins, utensils), and cooking equipment
- Menus, brochures, bounce back offerings, and other promotional materials are encouraged
- Retail sales are prohibited
- Print quality photo and bio of Chef attending by 5/1/18
- Logo in jpg and eps formats for use in electronic and print materials by 5/1/18
- Promotional support at business locations
- Promotional segment on restaurant website with link to www.wineandfoodweek.com
- E-blast (if applicable) promoting the event
- Social media support via Facebook, Twitter, etc.

Additional Information

- All restaurants dishes are evaluated blindly by the Wine & Food Week panel of Judges. The restaurant Chef must be present at Sips, Suds & Tacos in order to win the Taco Takedown Award.
- Menu items must be stated on registration form to secure health permit
- Food & Vine Time reserves the right for final approval of all promotional materials and signage
- Electricity will come at an additional cost: \$50 fee, must be secured no later than May 1, 2018. Electricity available: 110/15A
- Restaurant will be able to purchase additional tickets to the Sips, Suds & Tacos at half price.

This order must be placed by May 1, 2018 to Ed Lieblick at edl@foodandvinetime.com

- Email bio in word document and high quality Chef photo in jpg to Sherri Segari at ssegari@foodandvinetime.com

Registration form, bio & photo must be received in the proper quality by May 1, 2018 to be included in event program

- Detailed load in/out and event information will go out closer to event
- General admission tickets will be emailed to contact email address before Sips, Suds & Tacos after receipt of completed registration form with menu item
- Workers badges will be distributed the day of event at exhibitor check-in
- We request products be from a natural, local, humane, sustainable environment, organic and farm to market when possible.

Company Name: <small>(Exactly as you would like it listed on the event website.)</small>			Contact Name:
Phone Number:			Cell Phone:
Address:			Email (for ticketing):
City:	State:	Zip Code	Chef's Name:
Website Address:			Cell Phone:
Agree to Terms & Conditions (last page) Yes No			Chef's Email Address:
Taco Name & Description:			
Electricity Needed:	Yes No	Charity Donation & Value:	

Terms and Conditions

1. USE OF SPACE

a. **LIABILITY-** The Exhibitor is entirely responsible for the space leased by him and shall not injure, mar or deface the premises and the Exhibitor shall not drive, nor permit to be driven any nails, hooks, tacks or screws in any part of any building any advertisement, signs, etc., or use Scotch tape, masking tape or any other adhesive-type materials on painted surfaces. The Exhibitor agrees to reimburse the facility, and/or decorator, for any loss or damage to the premises or equipment occurring in the space leased to the Exhibitor. Event management and their sponsors shall not be liable for failure to perform its obligations under this contract as a result of strikes, riots, acts of God, or any other causes beyond its control.

b. **AISSLES-** The aisles, passageways and overhead spaces remain strictly under the control of the Management, and no signs, decorations, banners, advertising matter or special exhibits will be permitted in them except by special written permission of the Management. All exhibits and their personnel must remain within the confines of their own spaces and no Exhibitor will be permitted to erect signs or display products in such a manner as to obstruct the view, occasion injury or disadvantageously affect the display of other Exhibitors. No interference with the light or space of another Exhibitor will be permitted.

c. **SPACE-** The space contracted for is to be used solely for Exhibitor whose name appears on the Contract, and it is agreed that Exhibitor will not sublet or assign any portion of same without the written consent of the Management. In the event Exhibitor fails to occupy or use his space or to have his exhibit completed and in place by the opening of the event, he shall forfeit his right to the space, all prepaid rents, and upon demand pay any rental balance owing to Management. In the event Exhibitor fails to occupy the exhibit space contracted before an hour prior to the event, Event Management shall have the right to utilize such space in any manner it chooses. This will in no way release Exhibitor from its obligations nor shall Exhibitor be entitled to a refund. Space may be re-sold with no refund.

d. **ALL DEMONSTRATIONS** or promotional activities must be confined within the limits of the purchased space. Noise resulting there from must not interfere with the other exhibitors.

e. **RESTRICTIONS-** The Management reserves the right to restrict or remove exhibitors, without refund, that may have been falsely entered, or may be deemed by the Management unsuitable or objectionable. This restriction applies to noise, P.A. systems, persons, things, conduct, printed matter, or anything of a character that might be objectionable to the event, the Management or the Venue

f. **MUSIC-** Exhibitor agrees that it shall not perform nor have performed for it or on its behalf, either live or by mechanical means of playing by radio, television, VCR, phonograph, compact disc, cassette or any other means, nor transmit by any means, any copyrighted musical composition, during all Food & Vine Time Productions Events or at any official function which is part of, affiliated with or held in conjunction with all Food & Vine Time Productions Events unless Exhibitor shall first have obtained from the owner of the copyrights of all music to be performed, or from an agent of the owner legally authorized to grant permission, license or other proper authorization for the public performance of the copyrighted music to be performed, authorization and permission for Exhibitor to publicly perform the copyrighted music during all Food & Vine Time Productions Events. Exhibitor shall provide producer no later than ten business days prior to the date or opening date of all Food & Vine Time Productions Event with a copy of each such document authorizing Exhibitor to publicly perform copyrighted music. If Exhibitor has not provided copies of such documents to producer as provided herein, Exhibitor agrees that it shall not perform or have performed on its behalf, by any means, any copyrighted music during all Food & Vine Time Productions Events.

g. **OFFENDERS** will be asked to leave the area if any of the above are violated; and, as an exhibitor offender no refund will be given.

2. RULES FOR EXHIBITS:

a. **ALL SPACES** and decorations **MUST** concur with the facility regulations, city ordinances and local fire codes. Any violations may result in the removal of any materials found to be in violation. Materials for space decorations and construction must be fire retardant. Contact the Fire Marshall if at all in doubt.

b. **INSTALLATIONS-** Any special carpentry, wiring, electrical or other work, propane, gas, steam, water or drainage connection shall be installed at Exhibitor's expense.

c. **LICENSES-** Any and all City, Municipal, State or Federal licenses, inspections or permits as required by law of any Exhibitor in the installation or operation of his display shall be obtained by the Exhibitor at his own expense prior to the opening of the show. Check with Food & Vine Time Productions about health department permit procurement. With the exception of temporary wine and beer permit.

d. **RIGHTS OF MANAGEMENT IN EVENT EXHIBITION IS NOT HELD-** Management shall not be liable for any damages or expense incurred by Exhibitors in the event the show is delayed, interrupted or not held as scheduled; and if for any reason beyond the control of the Management, the show is not held, Management may retain so much of the amount paid by Exhibitors as is necessary to defray expenses already incurred by the Management.

e. **MERCHANDISE REMOVAL-** No merchandise will be permitted to pass out of the building without approval by the Management during the life of the event. No exhibits, or part of exhibits, may be removed until after the closing hour of the event.

f. **SECURITY FOR RENTAL-** Failure on the part of the Exhibitor to pay the rental as specified under the contract shall entitle Management to seize all merchandise, materials, and exhibits displayed by the exhibitor at the within described event and to retain the same as security for any unpaid rental amount owing hereunder. Upon the expiration of seven days after such seizure, Management shall have the right to dispose of same without notice to the Exhibitor in such manner as Management, in its absolute discretion, deem appropriate, whether by public or private sale in the manner determined solely at Management's discretion, and without any obligation on the part of Management to effect any manner of publication respecting the date or any details or information as to when or how such sale is to be carried out.

g. **AMENDMENTS-** Exhibitor agrees to decisions of the Management concerning all matters pertaining to the administration and success of the Event which are not specifically stated.

h. **ATTORNEY FEES-** In the event suit or action is brought by Food and Vine Time Productions under this agreement to enforce any of its terms, it is agreed that Food and Vine Time Productions shall be entitled to reasonable attorneys' fees and costs to be fixed by the trial and appellate courts.

3. SECURITY AND INSURANCE- We wish to provide the tightest security possible for the protection of your exhibit properties. However, neither Food and Vine Time Productions, the facility management nor our insurance company are financially liable for the losses, damages or "mysterious disappearance" of any kind. We recommend all exhibitors contact their insurance agents to confirm proper coverage of exhibit materials. (Please read carefully the coverage provided by decorators and shipping companies to determine if additional coverage is necessary.) Any additional security must be arranged by the Exhibitor at his own expense.

4. CANCELLATION AND REDUCTION POLICY- Any cancellations or changes **MUST BE IN**

WRITING and received by our office no later than eight weeks prior to the official date or official start date of any and all Food & Vine Time Productions Events the exhibitor has registered for in the year the event is held. Upon written request, refunds will **CONSIDERED**. After cancellation date above, **NO REFUNDS** are allowed. If the total space rental charges are not received in our office eight weeks prior to the official date or the official start date of any and all Food & Vine Time Productions events the exhibitor has registered for, in the year the show is held, then spaces requested may be sold to another exhibitor, with no money refunded.

5. GENERAL- Exhibitor badges may be picked up at the Exhibitor Check-in Table during move-in. Please see the move-in document distributed the week prior to the Food & Vine Time Productions events for specifics on where and how to receive your exhibitor badges.

6. LIABILITY- Neither Food and Vine Time Productions, the facilities, the states in which the events are held, nor their representatives, nor any member of the above named will be responsible for any injury, loss or damage that may occur to the Exhibitor or the exhibitor's employees or property from any cause whatsoever. The Exhibitor, on signing the contract, expressly releases the aforementioned from any and all claims for such loss, damage or injury.

7. COMPLETE AGREEMENT- This agreement contains all the terms and conditions agreed on by the parties hereto, and no other agreements, oral or otherwise, regarding the subject matter of this contract, shall be deemed to exist or to bind any of the parties hereto.

8. CHECK POLICY- There will be a \$25.00 handling charge for any check returned for any reason. Two (2) weeks prior to the events only cash, credit card or certified funds will be accepted.