



**2024-2025 International Wine Competition
September 30 - October 2, 2024**

Wine Competition Handbook



San Antonio Stock Show & Rodeo®
2024-2025 International Wine Competition

Table of Contents

Introduction

Welcome & San Antonio Stock Show & Rodeo Background..... 3
At-A-Glance Timeline..... 4

Wine Entries

General Rules and Deadlines..... 5
Entry / Eligibility Requirements 6
Minimum Requirements 6
Entry Form..... 6
Judging Class 7
Delivery and Shipping Requirements 7
Judging Classes List 8

Wine Competition

Competition Dates 9
Selection of Judges 9
Judging Procedures 9
Medals 9
Awards 10-11
Promotional Materials 11
Winner Benefits 12
Summary of Awards..... 13



Dear Wine Friends and Supporters,

The 14th Annual San Antonio Stock Show & Rodeo Wine Competition will be held on **Monday and Tuesday, Sept 30 – Oct 1, 2024, followed by a Championship Round on Wednesday, October 2, 2024.** We are accepting entries of commercial wines with Suggested Retail Price of **\$10.99** value and higher. We will be gathering a highly experienced and professional panel of judges to select our award-winning wines for the 2024-25 Rodeo events. Although the competition will take place in October 2024, the award year will be represented as 2025 coinciding with the San Antonio Stock Show & Rodeo in February 2025.

The San Antonio Stock Show & Rodeo is a 501(c)(3) nonprofit whose mission is “a volunteer organization that emphasizes agriculture and education to develop the youth of Texas.” Since inception, over \$267 million has been committed to educate the youth of Texas. This year, more than 21,275 Texas students have been educationally impacted. Proceeds from the Wine Events benefit the San Antonio Stock Show & Rodeo Scholarship Fund with a portion for the advancement of viticulture.

The Championship wines will be celebrated and auctioned at our annual Champion Wine Auction scheduled for November 21, 2024 (more details to follow). Additionally, these wines will be displayed and sold in the Wine Garden sponsored by H-E-B on the rodeo grounds during the 76th annual San Antonio Stock Show & Rodeo, February 6-23, 2025. The H-E-B Wine Department is committed to supporting the competition and will be featuring many of the Champion Wines in their top San Antonio stores throughout the month of February 2025. Champion wines will be recognized in the San Antonio Stock Show & Rodeo local media publications and SASSR website and social media.

The Wine Garden will be open throughout the 18-day Rodeo in February 2025. This year, we are introducing exciting new features for the Wine Garden where guests can relax and enjoy award-winning wines by the taste, glass or bottle!

Included is the competition handbook and link to enter your wines directly online. Please visit [San Antonio Rodeo Wine Competition](#) to enter your wines. The wine competition handbook is also available online for your convenience.

We look forward to having your wines represented at this year’s competition.

Let’s Rodeo San Antonio!

Gloria Ramirez, Chairman
SASSR Wine Committee

Holly Wright, Vice Chairman
SASSR Wine Committee

At-a-Glance Wine Events Timeline:

- **Monday, July 1, 2024:** Online Competition entry system opens
 - An official entry shall consist of four (4) bottles of 750 ml wine or volumetric equivalent if submitting bottles smaller than 750 ml. **Please be specific in the vintage you want to be judged and confirm there is available inventory levels available to your distributor.**
- **Sunday, August 4, 2024 (11:59pm):** Entry deadline for *early bird* discounted entry fees; entries must be paid in full for early bird discount.
- **Sunday, August 30, 2024:** Deadline for accepting wine entries and payment of all entry fees, by 11:59pm
- **Monday, September 9 – Friday, September 20:** SELF delivery or shipping direct, will be accepted only at SA Rodeo Operations Building, 3201 E. Houston, St., San Antonio, TX 78219. ***No wine shipments will be accepted before this date.***
 - **Please ensure that you confirm all bottles are the correct & identical vintage before delivery to avoid disqualifying wines.**
- **Monday, September 23, 2024:** Bulk Distributor Delivery accepted at SASSR Auction/Dairy Center - 3201 E. Houston St., San Antonio, TX 78219 between 9am – 5pm. **No deliveries will be accepted after this time. Wines will be scratched.**
- **Monday-Tuesday, Sept 30 - Oct 1, 2024:** Judging of wine entries at San Antonio Stock Show & Rodeo grounds
- **Wednesday, October 2, 2024:** Judging of Championship round at San Antonio Stock Show & Rodeo grounds
- **Tuesday, October 15, 2024:** Public announcement of all winning wines will be posted on the S.A.S.S.R. website (no later than date).
- **Wednesday, October 16, 2024** Notification (no later than date) by email of all Championship winning wines and wine auction requirements for winners
- **Friday, November 4-15, 2024:** Shipment of award-winning wines for Champion Wine Auction can be accepted at SA Rodeo Wine Auction, c/o Operations Building, 3201 E. Houston St., San Antonio, TX 78219.
- **Monday, November 18, 2024:** Bottles of Championship winning wines due for Champion Wine Auction delivered by Texas Wine Distributor or Self Delivery
- **Thursday, November 21, 2024:** Championship Wine Auction, Shrine Auditorium, San Antonio, TX
- **Thursday, February 6, 2025 - Sunday, February 23, 2025:** Champion Wine Garden during the 76th annual San Antonio Stock Show & Rodeo

Should you have a question that is not covered in this competition handbook, please send an email to: wine@sarodeo.com



Wine Entries

NOTE In the event of an unexcepted closure, or inability to host the International Wine Competition or Champion Wine Auction & Dinner, wine samples received to date will remain in the possession of the San Antonio Stock Show & Rodeo as we are unable to re-process any inventory submitted.

General Rules & Deadlines:

- All commercial wineries are invited to compete.
- All wine entries must have a valid label registration with the TABC.
- **To enter the competition, a formal entry or entries must be received on or before Friday, August 30, 2024 (late fees of \$75 apply after Aug 30).** No handwritten or scanned entries will be accepted. ENTRIES WILL **NOT** BE ACCEPTED AFTER THIS DEADLINE!
 - **Entries are not official until full payment for each entry has been received. NO EXCEPTIONS!!!!**
- Wines must be products currently available to consumers through a licensed wholesaler and retailer or on-premise distribution channels within Texas (or self-distributed for Texas wineries).
 - **Please DO NOT submit a wine if the wine will not be available for purchase due to limited supply for the duration of the wine events.**
- The entry form and competition handbook are available online at <https://www.sarodeo.com/wine>
- You can enter as many wines per label as you choose.
- A discounted early entry fee of **\$50** per entry will be charged for each wine entry through August 4. Entry fee will increase to **\$65** per entry on August 5 – August 30, 2024. Any entries entered after August 30 will incur a \$10 late fee.
 - **To receive early entry pricing, the entry fee must be paid in full by the early entry deadline.** Entries that are submitted but not paid will be updated to the regular entry fee on August 5, 2024. **If paying by Distributor, please ensure your distributor submits payment before the deadline to avoid additional fees or disqualification.**
 - Entry fees are non-refundable.
- Can Wine – no fruit flavors; cans will be judged within its classification along with 750ml. **Please send the equivalent of four (4) 750ml bottle. Must retail at \$10.99 equivalent SRP of 750ml.**
- All entries MUST have a **suggested retail tag of \$10.99 or higher** (alternative sizes; 750ml SRP equivalent)
- **No 1.5's** will be accepted
- **No Fruit flavored wine** will be accepted
- Winning Wineries are **encouraged** to donate promotional items to the Champion Wine Auction. **Please note that in the event that we are not able to hold an in-person Auction, we will conduct an online event.**
- Winning Wineries are **responsible** for sending a representative to the Champion Wine Auction in San Antonio to receive their award during a media award presentation (more details to follow). **Please note, in the event of an online Auction, we may ask a representative to submit a video promoting their winery.**
- Winning Wineries agree to send a jpeg file of the winery label and logo to be used in promotional materials.
- Winery representative agrees to review all of the information in this handbook, carefully noting all entry deadlines, delivery dates, directions, and rules.

Entry / Eligibility Requirements:

- All wine entries must have a valid label registration with the TABC.
- Wines entered that are eligible for more than one class shall be entered and judged in the class for which it best qualifies (please specify). **You may not enter the same wine in multiple classes.** Same wine in different packages will be judged in only one class.
- Wine Competition Officials reserve the right to re-class any wines not properly entered.
- All entries must be entered through the online competition system (no handwritten entries accepted) and must be received by the entry closing date (**Friday, August 30th**). The first 1,000 entries will be accepted.
- Please visit [San Antonio Rodeo Wine Competition](#) to enter your wines.
- An official entry shall consist of four (4) bottles of wine (750 ml or equivalent) per each label.

Minimum Requirements:

- Wineries selected as Champion wines (**Top 14 Awards**) will be required to supply the San Antonio Stock Show & Rodeo Wine Committee with **three (3) / 12pk cases** of the award-winning wine and, if available, a large format bottle or equivalent for the San Antonio Stock Show & Rodeo Champion Wine Auction. **(*Please note, if the in-person event is cancelled, we will require two (2) / 12pk cases for the online Auction.)**
- As qualifying winner, you are asked to attend or send a representative to the Wine Auction event to host a Vintner's Circle table, accept your award and to pour and market your wines at the Grand Tasting at the opening of the evening.
- All Double Gold are asked to supply **two (2) / 12pk case** of the award-winning wine for the San Antonio Stock Show & Rodeo Champion Wine Auction. **(*Please note, if the in-person event is cancelled, we will require one (1) / 12pk cases for the online Auction.)**
- All Top of Class winners are asked to supply **six (6) bottles** of the award-winning wine for the San Antonio Stock Show & Rodeo Champion Wine Auction.
- **In order to be eligible for Top All Around (TAA) Winery and Best of Herd (BOH) Texas Winery awards, wineries must enter a minimum of six wine entries (TAA) or five wine entries (BOH) – see page 10 for more information.**

Entry Form:

- All 2024 wine competition entries should be submitted through the online entry system. If you have trouble utilizing the web site, please contact our contracted online entry company, Star of Show at email@starofshow.com. If you have questions, please contact us at wine@sarodeo.com.
 - If you have not used Star of Show before, you will need to set up a new account following the steps on their website.
 - Once your account is created, the next step is to set up the wines you wish to enter in the Competition.
 - After your wines are set up, you will be taken to a payment page where you can review the wines you've entered, and add additional wines before submitting payment.
 - The online entry form must be completed in its entirety, including suggested retail price per bottle, UPC barcode, vintage date, and residual sugar, etc. Incorrect or omitted information could result in your wine being improperly flighted or disqualified. **Please note if your wine is awarded a medal, the Brand/Label, Wine Name, and Vintage you entered on the online Entry Form will be published as is in our media outlets.**
 - **Note, if your bottle does not have a UPC code, please enter a generic UPC.**
- Please provide the telephone number and e-mail address of the person designated to serve as the winery contact for questions and/or notification and mailing of award(s), if different. **Please update all winery, supplier, ambassador or wine representative contacts for easy access.**
- You may enter as many wines per label as you choose. **A discounted fee of \$50 will be charged for each wine entry through August 4th. All entry fees increase to \$65 on August 5th.**

Judging Class:

- A wine must be properly classified per the country or state wine labeling requirements for varietals. Example: a wine with less than 75% Malbec should not be entered as a “Malbec,” but may be entered in a broader class, such as “Red Blends” or “Other Red Wines.” **Please see Judging Classes listed on Page 8 to select for your Wine Entry Form submission.**

Delivery and Shipping Requirements:

For any SELF delivery or shipping direct, please ship to **San Antonio Rodeo Wine Competition, c/o Operations Building, 3201 E. Houston St., San Antonio, TX 78219.**

- All wine must be shipped to your respective San Antonio Distributor or to the above address if shipping directly.
- Wine shipments may arrive **between September 9 - 20.**
- **Bulk Distributor deliveries** may be delivered on Monday, September 23 between 9am – 5pm.
- **Please mark multiple box shipments** with box numbers and total boxes shipped (i.e., “Box 1 of 4 boxes,” “Box 2 of 4 boxes,” etc.) Make certain to print and enclose a copy of the entry verification for each box.
- **Please include a printed copy of your sample labels** in the same box as the wines shipped by the winery or distributor. **You will receive an email PDF of these labels within one hour of paying for your entries. You can also access this document in the online Star of Show account by selecting “View Submission” and then clicking “Print All Labels”** at the top of the screen. Alternatively, you may include a copy of the printed entry confirmation in the same box as the wines shipped by the winery or distributor.

Judging Classes:

Please select a class from the list below to enter on your **Entry Form.**

RED WINES:

- Aglianico
- Alicante
- Barbera
- Better For You Red (specify varietal)
- Cabernet Franc
- Cabernet Sauvignon
- Carmenere
- Grenache/Garnacha
- Lenoir/Black Spanish
- Malbec
- Merlot
- Montepulciano
- Mourvèdre
- Petite Sirah/Petite Syrah
- Pinot Noir
- Primitivo/Zinfandel
- Red Blend – New World style
- Red Blend – Old World style
- Red Blend - Spirit Barrel Aged
- Sangiovese
- Syrah/Shiraz
- Tannat
- Tempranillo
- Other Red (specify varietal)
- Other Red - Spirit Barrel Aged (specify varietal)

ROSÉ WINES:

- Dry
- Semi-Sweet
- Sweet

SWEET WINES:

- Moscato/Muscat
- Sweet Red
- Sweet White
- Late Harvest
- Other Sweet

WHITE WINES:

- Albarino
- Better For You White (specify varietal)
- Blanc du Bois
- Chardonnay - Oaked
- Chardonnay - Unoaked
- Chenin Blanc
- Gewurztraminer
- Marsanne
- Picpoul Blanc
- Pinot Grigio / Pinot Gris
- Riesling - Sweet
- Riesling - Dry
- Roussanne
- Sauvignon Blanc
- Trebbiano
- Vermentino
- Viognier
- White Blends
- Other White (specify varietal)
- Other White - Spirit Barrel Aged (specify varietal)

DESSERT / FORTIFIED WINES:

- Madeira
- Port
- Port Style
- Sherry
- Other Fortified Wine

SPARKLING WINES:

- Cava
- Champagne
- Moscato d'Asti
- Prosecco
- Rose
- Other Sparkling

Wine Competition

Competition Dates:

- The Wine Competition Judging will take place on the San Antonio Stock Show & Rodeo grounds **on Monday and Tuesday, Sept 30 - Oct 1, 2024**, followed by a Championship round on Wednesday, October 2, 2024.

Selection of Wine Judges:

- We have gathered a highly experienced and talented panel of judges drawn from the supplier, wholesale, retail and restaurant branches of the wine trade as well as from members of the press. Our judges have cumulative expertise in writing reviews about wine, restaurant and retail purchasing, and wine education. The diverse background of the judges reflects the broad base appeal of the wines. Each panel will consist of a Lead Judge and four other judges. All five judges have equal votes (5 person panels, 25-point scale per judge, per wine). The lowest score for each wine per panel is eliminated. All 4 scores roll up into a 50–100-point scale. The panel will remain intact throughout day 1 and on day 2 of the competition. If a judge must withdraw due to unforeseen circumstances or be relieved by the chair, a new panelist chosen by the Competition Officials will fill the position.
- The Championship Round Judging Panel is comprised of selected judges, totaling no more than 9 judges. All wines will be tasted by all Championship Judges at the same time, regardless of varietal. Each judge is expected to make their selections independently, without discussion with other judges (except discussion regarding whether the bottle served may be tainted (i.e., corked).

Judging Procedures:

- All wines will be entered in one of the Wine Classifications for the purpose of being tasted with like wines during the competition.
- Certain classes may be sub-divided according to residual sugar, suggested retail pricing or other means at the discretion of the San Antonio Stock Show & Rodeo Wine Competition Officials.
- The judges will eliminate any wines that have obvious flaws and/or that are not representative of their varietal.
- Where there are less than five entries per class, San Antonio Stock Show & Rodeo Wine Competition Officials reserve the right to re-group the entries.
- San Antonio Stock Show & Rodeo Wine Competition Officials reserve the right to re-classify an entry if it is entered in an incorrect class.

Medals:

- All judged wines will receive a numeric summary based on a scale calculated by computerized database. Once all the wines in a particular class have been tasted and medaled, they will be ranked by the scoring computer. Wineries receiving notification of awards understand that this information is confidential until released by SASSR. By entering the competition, the winery grants permission and rights to SASSR to utilize its name, marks and logos for the promotion of these events.

Awards:

Grand Champion & Reserve Grand Champion:

- To be eligible to receive a Grand Champion or Reserve Champion (Second Place) award, a wine must have earned at least a Double Gold medal in phase one.
- If there are no first-place ties, the wine with the highest score that won at least a Double Gold medal will be designated as the Grand Champion. If there is no tie for second place, the wine with the second highest score will be designated as the Reserve Champion.
- If there is a tie for Grand Champion, the tied wines will be re-evaluated by the Champion panel which will judge (and may re-taste) to establish which is the Grand Champion and which is the Reserve Champion wine.
- If the scoring indicates a clear Grand Champion but there is a tie for Reserve Champion, the tied wines will be re-judged (and may be re-tasted) by the Champion panel with one wine being designated the Reserve Champion.

Top All-Around Winery:

- The winery, which has the greatest percentage of wines receiving the highest number of awards, within their total number of entries will be recognized as “Top All-Around Winery”. A minimum of six (6) wine entries must be entered by a **winery** to be eligible for this award.

This award will be calculated based on the “Brand” field on the online entry form. It is the entrant’s responsibility to correctly list wine information on the entry form to be considered for this award.

Best of Herd Winery of Texas:

- The Texas Winery, which has the greatest percentage of wines receiving the highest number of awards within their total number of entries, will be awarded “Best of Herd”.
- This will be calculated based on the “Brand” field in the online entry form. It is the entrant’s responsibility to correctly list wine information on the entry form to be considered for this award. A minimum of five (5) wine entries from a Texas appellation must be entered by a winery to be eligible for this award.
- For the purposes of this award, a winery is defined as a single wine brand or recognized as a single producer. Additionally, the wines produced by the winery must meet the state and federal requirements to be labeled a “Product of Texas”.
- Wines bottled in Texas, but not legally a Texas wine (as determined by a minimum of 75% Texas fruit/juice) will not qualify for this award and may be disqualified if entered as a Texas wine.
- The entry form must also designate an approved Texas AVA in the appellation listing.

Best of Show: Top overall wine within its Style (9 Total)

- If there are no first-place ties, the top wine with the highest score within that class will be designated as the Best of Show Champion within that Style Classification.
- If there is a tie for Best of Show Champion, the tied wines will be re-evaluated by the Champion panel which will judge (and may re-taste) to establish which is the Best of Show Champion wine within that Style Classification.

Style Classification

Best of Show Red Wine

Best of Show White Wine

Best of Show Sparkling Wine

Best of Show Sweet Wine+

Best of Show Rosé Wine

*Best of Show Texas Red Wine**

*Best of Show International Wine** Best Buy Wine****

*Best of Show Texas White Wine**

**Texas Red, White & Rose Wines, defined as Top overall 100% Texas Wine (MUST BE 100% TX GRAPES)*

***International defined as wine produced and bottled outside of the U.S.*

****Best Buy defined by Wine Committee as a SRP between \$10.99-\$14.99*

+Fortified wines are not eligible for Best of Show Sweet Wine

Top of Class: Top Scoring Wine across all price points within its Class (by Varietal)

- All Wines are based on a numeric medal scale. Top of Class is defined as the wine scoring the highest score within their Classification (by varietal) regardless of price point; the class must have at least five (5) entries within the same varietal to be deemed and scored at least a silver medal.
- Can Wine and Better for You (low calorie, low alcohol) will be deemed as its own Class – regardless of Varietal.
- Fortified Wines are eligible for Top of Class awards.

Texas Class Champions and Reserve Texas Class Champions:

- Within the class, the Texas wine with the highest numeric summary that won at least a silver medal will be awarded Texas Class Champion. The Texas wine with the second highest score will be awarded Reserve Texas Class Champion.
- To be eligible to receive a Texas Class Champion or Reserve Texas Class Champion award, a wine must have earned at least a silver medal.
- If there are not at least two qualifying wines from Texas, the class will not have a Reserve Texas Class Champion. If there are no qualifying wines from Texas, the class will not have Texas Class Champion or Reserve Texas Class Champion.

Promotional Materials:

- The San Antonio Stock Show & Rodeo will provide digital medals that may be used in electronic or print advertising, such as your websites or social media. Please ensure that the digital medal is the correct assignment (double gold, gold, silver, bronze) for each wine.
- Digital medal artwork may not be altered without prior written approval by SASSR Marketing department. Please note, this medal art is the only approved format in which to use the Show's logo in conjunction with your winning wine.

Winner Benefits:

- Top 4 Champions, Best of Show, Double-Gold medal winning wines and Top of Class award winning wines will have the option for exposure to H-E-B retail offerings in select stores, as well as consumer, trade and media access at the Uncork Summer Fling event and the Champion Wine Auction & Dinner.
- Top 4 Champions and Best of Show winners will have the ability to be showcased in the Champion Wine Garden sponsored by H-E-B during the 18-day Rodeo in February.
- Options for quarterly wine dinners at local area restaurants featuring award-winning wines.
- The Top 4 Champions including Grand Champion, Reserve Champion, Top All Around Winery and Best of Herd Texas Winery will receive a set of spurs and inscribed medal.
- All Best of Show winning wines will receive a belt buckle and inscribed medal.
- All Top of Class, Texas Class Champions, Reserve Texas Class Champions, Double-Gold, Gold, Silver and Bronze medal winning wines will receive an inscribed medal.
- Listing of all medal and top award-winners on the SASSR website and the Wine & Rodeo Facebook & Instagram social media pages.
- Ability to name received International Competition Awards in all marketing/social media.
- Access to digital medals and awards for use in your online listings and promotional materials.
- Access to high-resolution formats for point of sale digital materials such as shelf-talkers, bottle-neckers, posters, etc., including digital medals to use online or for print marketing.
- Top award-winners will receive media coverage online and in select local publications as possible.

Summary of Awards to Be Presented

• Grand Champion Wine	Spurs & Inscribed Medal
• Reserve Champion Wine	Spurs & Inscribed Medal
• Best of Herd Texas Winery	Spurs & Inscribed Medal
• Top All-Around Winery	Spurs & Inscribed Medal
• Best of Show Red Wine	Belt Buckle & Inscribed Medal
• Best of Show White Wine	Belt Buckle & Inscribed Medal
• Best of Show Sparkling Wine	Belt Buckle & Inscribed Medal
• Best of Show Sweet Wine	Belt Buckle & Inscribed Medal
• Best of Show Rosé Wine	Belt Buckle & Inscribed Medal
• Best of Show Texas Rosé Wine	Belt Buckle & Inscribed Medal
• Best of Show Texas Red Wine	Belt Buckle & Inscribed Medal
• Best of Show Texas White Wine	Belt Buckle & Inscribed Medal
• Best of Show International Wine	Belt Buckle & Inscribed Medal
• Best Buy Wine	Belt Buckle & Inscribed Medal
• Top of Class	Inscribed Medal
• Texas Class Champions	Inscribed Medal
• Reserve Texas Class Champions:	Inscribed Medal
• Double Gold, Gold, Silver & Bronze Medals	Inscribed Medal

**Champion winning wines (Top 14) will be notified by Monday, October 13, 2024.*

A list of all the winning wines will be released to the public and **posted to the SASSR website no later than Tuesday, October 15, 2024. All wineries entering wines that receive any awards including gold, silver or bronze medals will be notified **via e-mail by October 16, 2024.***