

#wineandfoodweek

June 4-10, 2018

The Woodlands, TX



2018 Recap & Review

wineandfoodweek.com



Shaun O'Neale
Wizard Gourmet
Season 7 Champion of MasterChef

Guy Stout
Master Sommelier
Wine Wizard
Master of Ceremonies





New Danville

In 2004, inspired by a mother's need to provide a safe, meaningful, fulfilling life for her disabled son, a group of community leaders from Montgomery County, Texas joined with her to establish Texas New Community Alliance (TNCA), a 501(c)3 charitable and educational organization. At the cornerstone of TNCA was the vision for a self-sustaining, master planned, integrated community where adults with intellectual and developmental disabilities ("IDD") could Live, Learn, Work, and Grow emotionally, socially, and spiritually with their non-disabled peers. That vision has become a reality with the development of New Danville.

www.newdanville.org



John Cooper School

The John Cooper School Signatures Author Series luncheon is a highly anticipated annual event held each year at The Woodlands Waterway Marriott Hotel. The popular event has featured key note speakers such as best-selling authors Barbara Bush, Dave Berry, Mitch Albom, Anthony Bourdain, John Grogan, Nicholas Sparks, Candace Bushnell, Kathryn Stockett with Tate Taylor, Jodi Picoult, Tyler Florence, Gillian Flynn, Cheryl Strayed, and Paula Hawkins. The luncheon also features local authors, book signings, and a Signatures themed drawing.

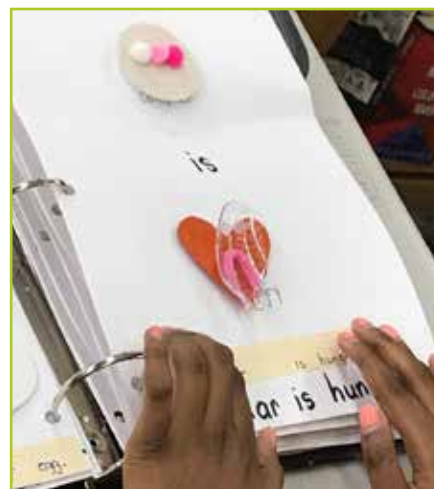
www.johncooper.org



Touch Base: Center For The Deaf Blind

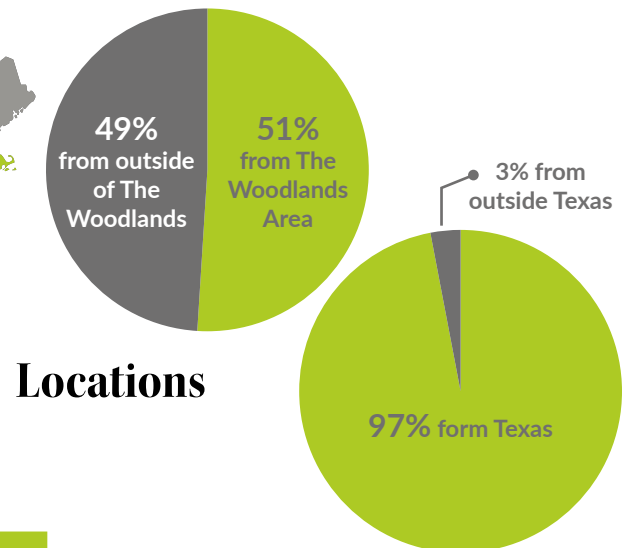
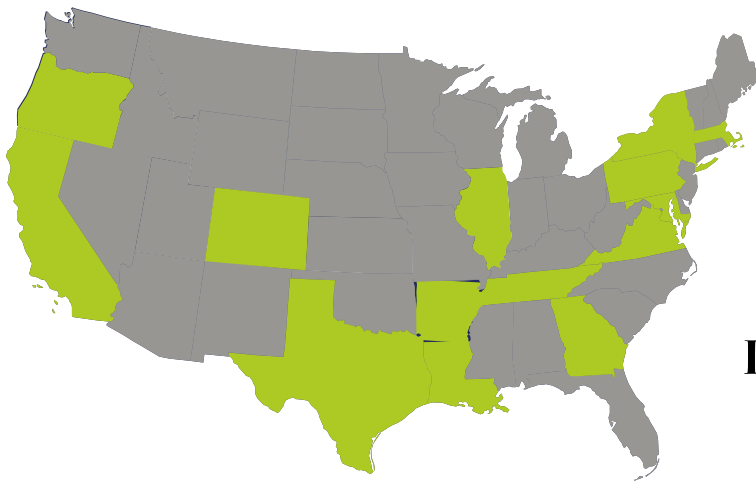
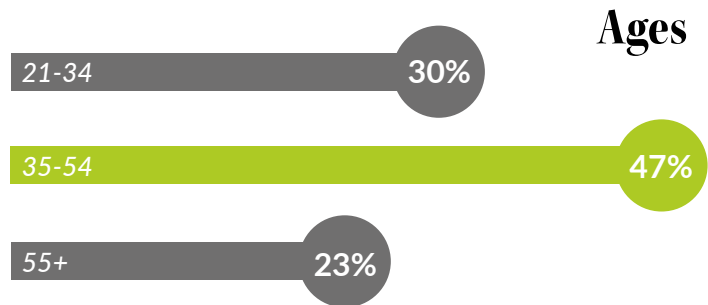
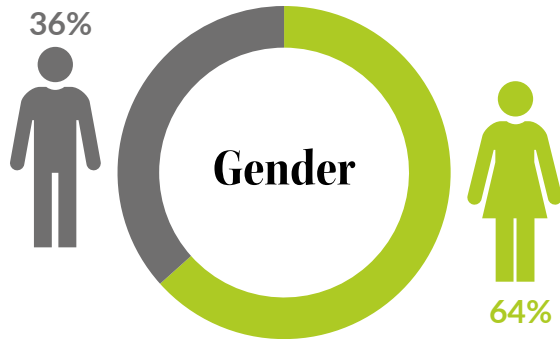
The purpose of this organization is to provide deafblind men and women with a day habilitation facility where they can participate in organized, meaningful, and purposeful activities. These individuals will attend the day hab with their interveners for four to six hours daily under the supervision of a program coordinator specialized in deafblindness. Each client will have a custom plan of activities and goals created by a team comprised of their guardian, intervener, and the program coordinator. They may use tactile calendars with symbols, cook their own meals, have an exercise regimen, and participate in different group projects. Additional activities offered will be pottery, candle-making, baking, etc. At Touch Base, we also hope to further the training of interveners and to create more awareness of deafblind people in the community.

www.touchbasecenter.org





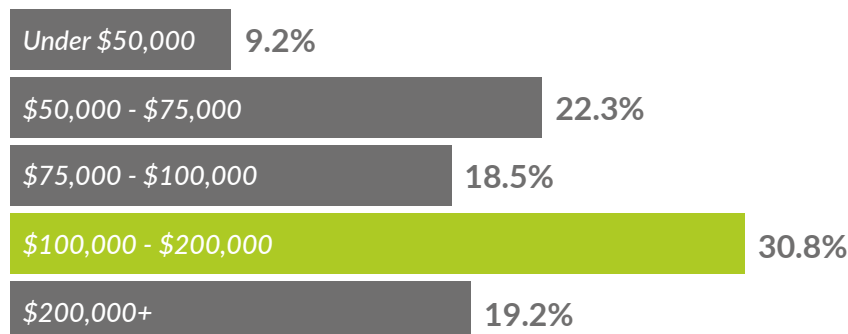
DEMOGRAPHICS



8,644 TOTAL ATTENDANCE

2,044	Wine Rendezvous Grand Tasting & Chef Showcase
1,304	Sips, Suds & Tacos
4,032	Wine Walk
255	Guy Thing
Sold Out	Ladies of the Vine
922	Other Events

Household Income



53 Cities across Texas

Angleton	Fulshear	Plattersville
Arlington	Garwood	Porter
Beaumont	Hockley	Richmond
Bryan	Houston	Rosharon
Carrollton	Humble	Schertz
Centerville	Huntsville	Seabrook
Cleveland	Irving	Shenandoah
College Station	Katy	Somerville
Conroe	Kingwood	Splendora
Crosby	League City	Spring
Cypress	Livingston	Stafford
Dallas	Lumberton	The Woodlands
Deer Park	Magnolia	Tomball
Dickinson	Missouri City	Tyler
Farmers Branch	Montgomery	Waller
Freeport	Nederland	White Oak
Friendswood	Orange	Willis
	Pearland	Yorktown
	Pinehurst	





HIGHLIGHTS



1. Wine Wizard Master of Ceremonies Guy Stout

Guy Noel Stout MS, CWE Corporate Director Beverage Education Glazer's Family of Companies. Guests had many opportunities to meet and greet Master Sommelier Guy Stout at events throughout the week. Guy Stout is one of only 215 Master Sommelier (MS) in the world. He is also a Certified Wine Educator (CWE), Certified Spirits Specialist (CSS) and previous President of the Society of Wine Educators.



2. Wizard Gourmet Chef Sean O'Neale

MasterChef Season 7 Winner Author of *My Modern American Table*

At the Wine Rendezvous Grand Tasting & Chef Showcase, guests not only had the opportunity to fulfill their celebrity chef meet and greet dreams, but they also sampled some of his delectable cuisine.



3. Waterford Crystal Chef of Chefs Competition Unprecedented Winners

Executive Chef, David Morris and Executive Pastry Chef, Ryan Witcher snagged both top chef awards for Robard's Steakhouse at last night's Wine & Food Week's Grand Tasting & Chef Showcase competition. In the festival's 14-year history, no other restaurant has ever won both awards in the same year. The achievement is unprecedented.

Chef David was awarded The Waterford Crystal *Chef of Chefs* Trophy and a \$5,000 cash prize for his *Ménage à Trios* Wagyu in the Woods dish, which featured a spectacular Miyazaki A5 Japanese Wagyu, *Mishima Ranch* Wagyu Short Rib, and *Snake River Farms* Wagyu Tenderloin with *petit garden surprises*, *sunchoke purée*, *uni* and *foie butter* with *hollandaise* and *bordelaise* syrup.



4. Mango Punch brought the fun with a huge conga line

Six-time winner of Houston's Best Latin Band, Mango Punch, had the crowd swinging and swaying to the music on the Wine Walk on Market Street.

5. Meiomi Home brought the California Coast to The Woodlands

Meiomi displayed their Meiomi Home. Guests sampled Meiomi wine from inside their enclosed structure designed to resemble a Coastal California Bungalow complete with a kitchen/wine tasting room.



6. New Wines of Ancient Thrace Trade Tasting

New Wines of Ancient race invites the trade and media to a very special release and trade tasting of wines just entering the U.S. Guests received an astonishing glimpse into this collection of rare wines not yet offered in the United States. They tasted these wines and met the producers who continue a generations-old legacy of wine production in this ancient region.

7. Celebrity Cruises brought whimsical fun to the Platinum Wine Vault

Celebrity Cruises was the perfect pairing for the Platinum Wine Vault Collectors Tasting. The aerial servers offered guests wines from boutique wineries and powerhouse selections.





Wine Rendezvous Grand Tasting & Chefs Showcase

Come and Taste the Love! The Wine Rendezvous Grand Tasting & Chef Showcase is a celebration of all things food & wine. Considered one of the most spectacular wine and culinary events in the country, the Wine Rendezvous Grand Tasting & Chef Showcase, presented

guests with the opportunity to slip into their finest attire and be in the company of serious wine enthusiasts and outstanding culinary talent. With over 50 chefs vying for the Waterford Crystal Chef of Chefs award, there was plenty of unique culinary creations to sample.





H-E-B Wine Walk

For the past 14 years, Market Street in the Woodlands has rolled out the red carpet for the H-E-B Wine Walk at Market Street by transforming into a 34-acre wine & food open-air street party. Guests noshed on selections from the top three restaurants in the Caribbean at the Aruba Tourism Culinary Center booth as well as 20+ more restaurants offering great bites. Foodies flocked from tasting station to wine tasting tents, weaving in and out of air-conditioned comfort as they shop, sip and stroll. Mango Punch had the crowd swinging

and swaying to the Latin beat. The Ben E. Keith Craft Beer garden offered 14 craft brewery tasting tents for the most discriminating beer-loving palates. Features included the Robard's Steakhouse VIP Room, Robert Mondavi Chill Zone, H-E-B Anchor areas, Goya's Chef Pantry and over 25+ food tasting stations. The H-E-B Wine Walk at Market Street benefited the John Cooper School Signature Series. Guests supported the charity by participating in their charity wine pull.





Sip, Suds & Tacos

MÉXICO
LIVE IT TO BELIEVE IT

Everyone claims they have the secret to the perfect taco. But this year, it was Chef Michael Gabriel, Executive Chef and Private Caterer who took home the Taco Take Down Trophy! Whether it was grilled beef, chicken, pulled pork or fish wrapped up crispy shells or soft

corn or wheat tortillas, guests chose their favorites while the culinary judges choose theirs! Attendees enjoyed ice cold craft brews or a choice from scores of wines; plus, there's live music so the party didn't stop when bellies were full.





Platinum Wine Vault Tasting

Celebrity **X** Cruises®
SAIL BEYOND BORDERS

The Platinum Wine Vault Collectors Tasting offered boutique wineries and powerhouse selections served by experts well-versed

in the finest wines. This was a meet and greet with Wine Wizard Guy Stout and Wizard Gourmet Shaun O'Neale in an intimate setting.



It's A Guy Thing

It's all about the guys. An evening with Guy Stout, Master Sommelier and Wine & Food Week Wine Wizard Master of Ceremonies, poker

tables, shoe shine, cigar lounge, live music, big bold wines, man grub, craft beer and chair massages which keep the fun rolling.



Ladies of the Vine

Celebrity **X** Cruises®
SAIL BEYOND BORDERS

In the elegant setting of an Italian-style villa, amidst the marble-winding staircase and opulent décor, guests can join a panel of

women winemakers, owners and experts as they guide the audience behind the bottle... what it takes to bring it to your taste buds.

SPONSORS



Tom Peacock



Celebrity **X** Cruises®
SAIL BEYOND BORDERS

W
NEW WINES
of ancient *Thrace*



TexasMonthly

-ROBARDS-
STEAKHOUSE



Thank you for your Goods & Services



Benefiting



Touch Base: Center for the Deafblind
www.touchbasecenter.org 713-477-3133 Houston, Texas





470,086,675 IMPRESSIONS



10 TV appearances
with Houston Life, Great Day Houston, Univision and Fox



4,923 Followers



841 Followers



1,123 Followers



18% Increase in followers
1,955,850 impressions
4,249 engagements
238+ Social Mentions
across all social media channels



8 Blogger partnerships
with local influencers such as Cake & Confetti, A Cup of Charisma, Life of Alley, Dawn P. Darnell, It's Not Hou It's Me and more.



79 Online Stories



6 Radio Interviews



11 Print Articles



22 media attendees
at each of the Big Three Events



The customer engagement options at Wine & Food Week are only limited by your own imagination! With events from casual to formal, and intimate to large, Wine & Food Week has something for everyone. Want category exclusivity, we can do that. Want a small personal event crafted just for your guests, we can do that too. Want to reach a big crowd of people in a fun way, we definitely have you covered. Never sponsored an event and not sure how best to market your business, that is our specialty! Our sponsor procurement team is in place and ready to help you create an engagement opportunity that will help you hit your marketing goals.

Reach out to us now!

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SAVE THE DATE

Wine & food Week

Presented by **H-E-B**

15TH ANNIVERSARY

June 3-9, 2018
The Woodlands, TX



Tabbed as one of the most spectacular culinary and wine events from New Orleans to Aspen, we invite you to raise a glass, meet a new friend, share a laugh and take it all in! Have a blast!