



Dear People's Choice Wine Tasting Classic Applicant,

We are excited to announce that the **40th Annual GrapeFest® – A Texas Wine Experience**, presented by **Bank of the West**, will take place on September 17, 18, 19 and 20, 2026. GrapeFest® is the largest wine festival in the Southwest.

We invite you to participate in the **People's Choice Wine Tasting Classic**, a showcase of Texas wines and the largest consumer-judged wine competition in the United States. This competition will provide your winery with the opportunity to exhibit your wines to an estimated 7,000 consumers. The People's Choice Wine Tasting Classic consists of multiple sessions, including several VIP sessions, over the four-day festival with wines being judged in 10 categories. Awards will be presented on Sunday, September 20 at 5 p.m.

Please note, all wines entered into the competition must be made from a minimum of 75% Texas grapes. There is not a fruit wine category. Rules and regulations are included in another attachment.

This year, we will use an online application. **The application is due by Monday, July 27.**

For questions, please email Brian Gentry, Festivals & Events Manager, at BGentry@GrapevineTexasUSA.com.

We look forward to celebrating this year's GrapeFest®, and we hope you will be able to join us.

Best regards,

Leigh Lyons
Assistant Executive Director
Grapevine Convention & Visitors Bureau



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