



2025 PEOPLE'S CHOICE – WINERY RULES & REGULATIONS

- I. Deadline to apply is **Monday, July 28, 2025.**
- II. GrapeFest is an outdoor event located in Historic Downtown Grapevine. The event is held rain or shine.
- III. There are no entry fees. Wineries may enter up to four wines total – **no more than one wine per category.**
- IV. **75% of wine volume must be from Texas grapes.**
- V. No fortified/port wines or Sparkling wines will be accepted for the People's Choice Wine Tasting Classic.
- VI. The festival will purchase a total of thirty (30) 750 ml bottles (or equivalent) of each wine selected at a price not to exceed \$15.00 per 750 ml bottle/\$180 per case. By entering wines in the contest, wineries agree to the stated maximum per bottle/case price. Wine orders are scheduled to be placed as early as the week of **August 18.**
- VII. Please be sure to reserve enough inventory of each wine entered – no changes are allowed after entries are received. If the entered vintage / wine is not available, no replacement will be accepted or served in the competition.
- VIII. Please send a bottle of each entered wine to be juried to the **Grapevine Convention & Visitors Bureau (Attn. GrapeFest, 636 S. Main St., Grapevine, TX, 76051).** **All entered wines will be juried prior to being ordered for People's Choice.**
- IX. Wine deliveries **must be delivered** between **9 a.m. and 4 p.m.** on the two days prior to the festival: **Tuesday, September 9** or **Wednesday, September 10.** **Invoices and W-9 forms must be included with wine delivery or emailed prior to delivery.**
- X. If not delivering wine in person to the storage area, please ship wine to:
Grapevine Convention & Visitors Bureau
Attention: 2024 GrapeFest People's Choice Wine Tasting Classic
636 S. Main St.
Grapevine, Texas 76051

- XI. **Winery participants are required** to attend a meeting on **Thursday, September 11 at 6 p.m.** in the People's Choice Wine Tasting Classic Pavilion. **PLEASE NOTE:** The first session starts at 7 p.m. on September 11.
- XII. Minimal tabletop decorations are allowed. No other furniture or stand/pop up signs can be placed at your booth. One banner (6'x4' or smaller) per winery will be permitted to hang behind your table.
- XIII. The festival will provide:
- Two 6-ft. covered tables (one to pour, one for service);
 - One dump bucket, one water pitcher and paper towels;
 - Shared bar back for service;
 - One-half (1/2) ounce pour spouts;
 - Signage; and
 - Cheese and crackers are provided for patrons - **no other food or candy can be served.**
- XIV. A minimum of **two wineries** must be represented in each category for judging to occur.
- XV. Wines will be poured using **one-half (1/2) ounce pour spouts**, provided by the festival, during the sessions.
- XVI. Wine will be allocated evenly for each session. This will ensure each session has all entries available.
- XVII. Electricity is NOT provided. TVs, radios and fans brought in must be battery operated. There are **no exceptions.**
- XVIII. The Grapevine Wine Pouring Society will provide trained pourers. Due to space, there is a **maximum of three people (including winery staff and wine pourers) in the booth per session. There are no exceptions and extra staff will be asked to leave.**
- XIX. Minors are **NOT** permitted in the People's Choice Wine Tasting Classic area. No exceptions.
- XX. NO ANIMALS OF ANY KIND (with the exception of ADA-approved service animals) are allowed within the festival footprint.
- XXI. The Festival does not provide food/beverage for winery tasting room staff. Please plan accordingly to have staff bring food, snacks, and non-alcoholic beverages during session breaks.

The Grapevine CVB's Festivals & Events Team **greatly appreciates** the participation of all wineries! The People's Choice event experience continues to be a fan favorite at GrapeFest.

Questions regarding People's Choice winery participation, rules, and regulations can be emailed to Brian Gentry at bgentry@grapevinetexasusa.com.

