

**The Largest, Most Comprehensive  
Culinary & Wine Entertainment Event  
From New Orleans to Aspen**

**June 4-10, 2012  
The Woodlands Waterway Marriott  
& Woodlands Area**

**Looking to meet reach qualified adults  
with discretionary income?  
Want to play a larger role in Wine & Food Week?**

**Let us customize a sponsorship for you!**

**Contact:  
Constance McDerby  
[constance@foodandvinetime.com](mailto:constance@foodandvinetime.com)  
832.250.8917**



*Producers of quality culinary and lifestyle  
events throughout the Houston Metro  
drawing active, qualified affluent guests  
from the region*

Presented by:  
Constance McDerby  
Founder & Co-Producer  
832-240-8917  
[constance@foodandvinetime.com](mailto:constance@foodandvinetime.com)

# About Wine & Food Week

The 8<sup>th</sup> Annual Wine & Food Week is the largest, most comprehensive epicurean and wine adventure from Aspen to New Orleans, bringing together renowned chefs from all over the U.S. to showcase their culinary expertise partnered with more than 500 wines at a week full of sensational events. Held June 4-10, 2012, in locations throughout the Houston area with home base in The Woodlands, Texas.

Live chef demonstrations, hands-on classes and a wine auction are but a few of the exceptional offerings. Music, entertainment, shopping and wine education seminars for the novice to the enthusiast top off the week of casual to fine wine and dine experiences.

## The Big Events include:

- **H-E-B Wine Walk @ Market Street**, a taste and stroll experience in a European-style retail and lifestyle center featuring wine and light bites at more than 40 tasting stations.
- **Wine Rendezvous Grand Tasting & Chef Showcase** is the ultimate adult evening where guests sample delectable cuisine and hundreds of wines as chefs representing more than 50 restaurants compete for **Wine & Food Week's Waterford Crystal Chef of Chefs Award** and a \$5,000+ prize package. To complete the evening, the epicurean experience culminates with the "Just Desserts" contest presented by *My Table*, a confectionary competition to crown the night's dessert extraordinaire.

Along with the expected Wine & Dine dinners and luncheons, Wine & Food Week attendees may choose from favorites such as **The Ladies of the Vine Luncheon, It's a Guy's Thing, Wines on the Waterway** tours on climate-controlled water taxis, as well as **Sips, Suds & Sliders**, an evening packed with craft beer, everyday wines and chefs offering their best slider to win the "Shining Slider" award.

Major sponsors of Wine & Food Week include H-E-B, Capital One Bank, Cadillac, TEXAS MONTHLY, The Woodlands Convention & Visitors Bureau and KRIV-TV, FOX 26 News.

Wine & Food Week events and auctions benefit the culinary arts program at Houston Community College Systems, the Signature Series Literacy efforts of The John Cooper School and Swing for a Cure. Most of the events are held at venues in The Woodlands, with unique experiences throughout Houston. For ticket information and a complete schedule, visit [www.wineandfoodweek.com](http://www.wineandfoodweek.com) or call 713.557.5732.

# 2012 Event Line-Up June 4-10



Wine & Dine Dinners, Lunches & Brunches – scheduled throughout the Week  
Exquisite wine dinners featuring a visiting winery expert at restaurant locations throughout the metro. Price, dates and times vary by restaurant.



## H-E-B Wine Walk at Market Street -Thursday, June 7<sup>th</sup>



Stroll *Market Street* enjoying wines from around the world – live music and entertainment with wine representatives stationed in each participating retailer. Thursday 5:30-8:30 pm \$55

## Ladies of the Vine Tasting, Panel & Luncheon – Friday, June 8<sup>th</sup>

A panel of women winemakers, owners & experts guide you to behind the bottle. Intimate experience with tasting stations followed by a multi-course wine meal. The Club at Carlton Woods Friday, noon \$75

## Sips, Suds & Sliders - Friday, June 8<sup>th</sup>

Slider competition featuring well-known culinary experts competing for the Shining Slider award. One hundred wines and specialty beer. Live Texas music serenades guests enjoying their Sips, Suds & Sliders. Friday, 5:30-9:30 pm \$25 advance/\$30 at door if available. A sell out in 2011.

## Around the World in 80 Sips – Friday, June 8<sup>th</sup>

A new sleek and sexy event invades Houston showcasing their finest offerings. Brought to you by [Bottlenotes](#), the Palo Alto based company bringing the best of wine to e-commerce, the online wine community unites enthusiasts with customized wine recommendations and exclusive information.

## Wine Wizard Seminars, Tastings and Educational Events – Saturday, June 9<sup>th</sup>

A variety of offerings for the novice to serious enthusiasts. Meet the experts, taste, mix & mingle.



## Capital One Bank Platinum Wine Vault – Saturday, June 9<sup>th</sup>

A luxurious affair with highly allocated wines for discriminating collectors and enthusiasts. Premiere tasting leading in to the grand tasting with access to the Cadillac Premium Lounge. Saturday 5-7 pm \$250 & includes entry into Wine Rendezvous Grand Tasting 7-10pm. A sell-out in 2011.

## Wine Rendezvous Grand Tasting & Chef Showcase – Saturday, June 9<sup>th</sup>

The Premiere Event - A Culinary extravaganza. Over 500 wines along with foods prepared by renowned Chefs from around the globe serving their finest. Live Chef demonstrations. Upgrade to the **Cadillac Premium Lounge** featuring Premium Wine Selections for the serious enthusiast. Saturday 7-10pm

## Wines on the Waterway Tours & Seminars – Various Days

Climb on board a climate-controlled water taxi that tours through the piney woods in an intimate environment with a winery expert, learning and tasting through their offerings.

# Demographic Details

## Attendance Growth

2005 – 4,200  
 2006 – 5,500 (up 31%)  
 2007 – 7,773 (up 41%)  
 2008 – 10,390 (up 37%)  
 2009 – 10,601 (up 2%)  
 2010 – 10,732  
 2011 – 10,120

## Visitor Origination

Houston Metro – 50.1%  
 The Woodlands – 40.2%  
 Texas – 6.1%  
 Out of State – 3.6%

## National Partners

ZAGAT  
 Waterford Crystal  
 Texas Monthly  
 Capital One Bank  
 Cadillac  
 Alouette Cheese  
 Columbus Salame

## Our Guests:

Featured Chefs & Food Stations – 50  
 Food Judges – 9  
 Wine Wizard Industry  
 Representatives – 100  
 Wineries – 238  
 Volunteers – 300+

## Where are attendees coming from?

From Outside The Woodlands 61%  
 From The Woodlands 39%

## Do you plan to dine in The Woodlands before/after this event?

Yes 89%  
 No 11%

## Attendee monthly expenditure on wine?

Under \$100 25%  
 \$101-\$200 38%  
 \$201-\$300 25%  
 More than \$300 13%

## How many times a year do you travel?

1-5 times 70%  
 5-10 times 19%  
 10-20 6%



is proud to raise funds for our charity partners



## Esteemed Guests

### Wine Wizard Master of Ceremonies

#### Jarvis Green

2 x Super Bowl Champion,  
Philanthropist  
*Jarvis Green Foundation*



### Wizard Gourmet

#### Rebecca Lang

Southern Living Television  
Author, *Quick Fix Southern*  
Atlanta, GA

### Chef of Chefs Judges for the Waterford Crystal Trophy



#### Shirley Harrington

Senior Food Editor  
*Southern Living Magazine*  
Birmingham, Alabama

#### Syd Kearney

Reporter  
*Houston Chronicle & 29.95*  
Houston, Texas



#### David Kellaway, C.M.C.

Managing Director  
*The Culinary Institute of America*  
San Antonio, Texas

#### Ernie Manouse

Anchor / Producer  
*Houston PBS*  
Houston, Texas

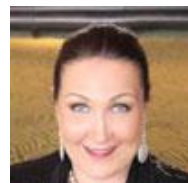


#### Pat Sharpe

Restaurant Editor  
*Texas Monthly*  
Austin, Texas

#### Cleverley Stone

Talk Show Host  
*The Cleverley Show*  
Houston, Texas



### Just Desserts Judges



#### Tanji Patton

Journalist  
*Good Taste with Tanji*  
Houston, Texas

#### Sarah Rufca

Associate Editor  
*CultureMap*  
Houston, Texas



#### Eddy VanDamme

Chef & Author – *Prince of Pastry*  
*Houston Community College*  
Houston, Texas

# Media Partners

**2011 Media Values  
\$500,000++**

29 Television Stories

36 Print Articles

3 Radio Interviews

66 On-line listings

Featuring our special guests , sponsors, industry experts, Chefs and wine partners

**Wine & food Week**  
Presented by **H-E-B**

**Texas Monthly**

**my table**  
HOUSTON'S DINING MAGAZINE

**ZAGAT SURVEY**



**culturemap**  
HOUSTON



**The Greensheet**  
Brings You Buyers





## Overall Capabilities

### Exposure Opportunities:

- Event Naming Rights
- Exclusive Category Brand Rights
- Stage sponsorships
- Inclusion in public relations and advertising
- Access to participating Chefs at various events throughout the week
- Client Entertainment/Hospitality
- High-touch community access
- Networking and business to business opportunities
- Supporting Sponsorships
- Category Sponsorships

### Advertising:

- Website at [www.wineandfoodweek.com](http://www.wineandfoodweek.com) with click through to designated sites
  - Products and services
  - Sponsored Events – Naming Rights
- E-mail marketing / blasts – pre or post event
- Event Program 10,000+ readers
  - Program four color ad
  - Special events and/or naming rights
- Public Relations Opportunities
- Media Interviews
- Product placement

### On-Site Display opportunities and signage:

- Wine & Food Week event displays:
  - H-E-B Wine Walk @ Market Street
  - Sips, Suds & Sliders
  - Wine Rendezvous Grand Tasting & Chef Showcase
  - Key event as mutually agreed

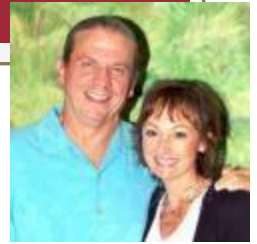
### Hospitality / Entertainment

#### Quality Audience:

- Access to persons who live and work throughout all of the Houston Metro
- Sponsors, media, networking

#### Signage and Logo exposure /Collateral Distribution of Promotional Materials:

- Distribution of materials at various Wine & Food Week events
- Distribution of materials in media drops/invitations



# About Food & Vine Time Productions

It is with great passion and pride that Clifton & Constance McDerby brought consumer culinary and wine events for the residents of the Greater Houston Area. Launched in 2002, the McDerby's goal was share their love for food and wine and all the many benefits it brings to personal relationships, business relations - both established and new and at the same time break down the mystique and pretentiousness of wine and Food & Vine Time Productions was born.

The first event was the Galveston Food & Vine Times which drew 300 guests. The attendance tripled the second year and again in the third year. Then the focus moved to The Woodlands with the perfect infrastructure to handle a multi-day, multi-faceted culinary and wine event. The industry support emerged seemingly overnight and Wine & Food Week was launched 2005 and was enjoyed by over 4,000 participants.

Today Wine & Food Week welcomes 10,000+ guests who choose from a broad selection of offerings designed for both the novice and serious enthusiast for both culinary and wine. None of this could have happened without the dedicated and tireless efforts of the volunteers who give of their time and energies to create a seamless and fun event for the guests. Bruce Bricco, Director of Operations for Wine & Food Week, has worked eight years and has amassed a team of volunteer captains second to none.

Together with charity volunteers an army of 500+ people give of their talents to make this event one of the top ten destination culinary and wine events in the country. They do a tremendous job!

Our generous sponsors provide the funding necessary to bring a full week of entertainment and education to our guests. Please support their businesses. Buy their products and encourage a friend to do the same. We're all connected in this world and our joint efforts make a difference.

Food & Vine Time Productions now produces Haute Wheels Houston – THE Food Truck Festival, Brewmasters Craft Beer Festival, Zest in the West, Katy Sip n Stroll plus countless private events.

FVTP is proud to have raised close to \$400,000 in our few years for charity. Some benefitting organizations are Swing for A Cure, The Signature Series Literary efforts of The John Cooper School, The Center for the Performing Arts of The Cynthia Woods Mitchell Pavilion, Houston Community College – Culinary Scholarship through the HCC Foundation, Cinco Charities, Houston West Chamber of Commerce, West Houston Leadership Institute, Arthritis Foundation, New Danville / Texas New Community, SNAP - Spay & Neuter Assistance Program, NHPO - National Hispanic Professionals Organization, U.S. Green Building Council - Greater Houston Area Chapter, Galveston's Historic Strand District, Galveston County Food Bank ... plus countless others to whom we've contributed to through their fundraising events and efforts. So tip a glass, share and laugh and take it all in. Have a blast!