

How long do I have to enter my wines?

Online entries will remain open until February 14, 2025. Our "early bird" deadline is January 20. The entry fee will increase to \$75 after January 20.

Who are the judges that will be evaluating the wines?

We are proud to be hosting a number of qualified professionals to evaluate the Stampede Cellar Showdown entries. Several Alberta buyers from both the retail and restaurant industries will sit on panels during the competition alongside notable wine writers. Most of our officials are accredited Wine & Spirit Education Trust Judges including both Master of Wine and Certified international Judges. A complete list of judges can be found on our website.

Do the wines have to be available through Connect Logistics? Do they have to have an agent?

The wines must be listed in Alberta and available both at retail and on premise.

Stampede Cellar Uncorked: What is this event and which wines will be featured?

On May 31, 2025 the Calgary Stampede looks forward to celebrating the successful wines from our competition while 1000 guests enjoy dishes prepared by Calgary's best restaurants. All the wines that earn Top Awards from the Stampede Cellar Showdown will be invited to pour at Uncorked, in addition to the Double Gold and Gold medal recipients. Learn more at calgarystampede.com/uncorked

Where will the winning wines be poured during the Calgary Stampede?

The winning wines will be showcased throughout Stampede Park during the ten-day festival July 4-13, 2025 and at events on Stampede Park throughout the year, based on price point and availability. The Stampede Cellar Champion Wine Experience, ranahans, Lazy S, Bar 1912, and the Western Oasis are some of the venues that will serve the 2025 Showdown award winners and medalists. A Champions Reserve Wine List will be provided to all groups booking events at Stampede Park year-round.

Who decides which wines will be served at which venues?

The Calgary Stampede's Food & Beverage team carefully decides the best location for each winning wine to be served in based on the demographic of Stampede guest that enjoys each venue.

What would be considered a sufficient inventory for an agent to have on hand to take advantage of featured at the Calgary stampede and year-round?

Once the winners are identified agents will be contacted to determine what quantities can be provided. This will help the Stampede Food & Beverage team determine where the wine can be offered. For example – some high-end wines may be available in limited quantities so may best be offered only in ranahans.

Will a Limited Time Offer (LTO) be required of each agent for the wines that win and become a Calgary Stampede featured wine?

No LTO's will be required for inclusion on Stampede-time and year-round wine lists.

Why should I enter smaller production, premium wines?

Wines available in limited quantities can still be listed in the more exclusive Stampede venues where high volumes of inventory will not be needed.

For the wine competition, how is a wine “classed” that has a majority of one grape but contains others and there is no “class” for that one grape in the handbook? Where will this be placed in the blind tasting?

If a wine is a blend but has a substantial amount of one grape variety it may end up being tasted against wines that are closer to 100% of that varietal. There are a few classes that cover off various blends that will capture most non-varietal wines.

Will there be classes in the competition for low alcohol or non-alcoholic wines?

Yes - non-alcoholic wines and wines with low alcohol percentages are welcome to enter the Stampede Cellar Showdown to be judged on their own merit.

What is the “exclusive marketing package” discussed on page 3 in the Competition Handbook?

The Calgary Stampede will make downloadable promotional items like stickers and neck tags available to all top award recipients and medal winners. These assets can be used to help publicize the winners in retail stores and restaurants. This service is being offered free of charge in 2025.

How are the wines judged relative to price points?

The wines are grouped into price ranges and tasted by price range within each class. Price grouping will depend on the number of wines submitted in each price point. Wines with a wholesale price of less than \$20 CAD/bottle may be considered for a Top Value Wine award, either overall or within its category.

Are you allowed to drop off wine directly at the Calgary Stampede?

Yes – wine samples can be shipped as per the provided instructions OR they can delivered directly to the Agriculture Building on Stampede Park within regular business hours.

Having trouble with our new online entry system, Star of Show?

Please call Jayden at 403-261-0222 or email wine@calgariystampede.com if you have questions or concerns about our online entry system.

