

Houstonia.



PRESENT

*The City's Finest Chefs Face Off!*

# GUMBO

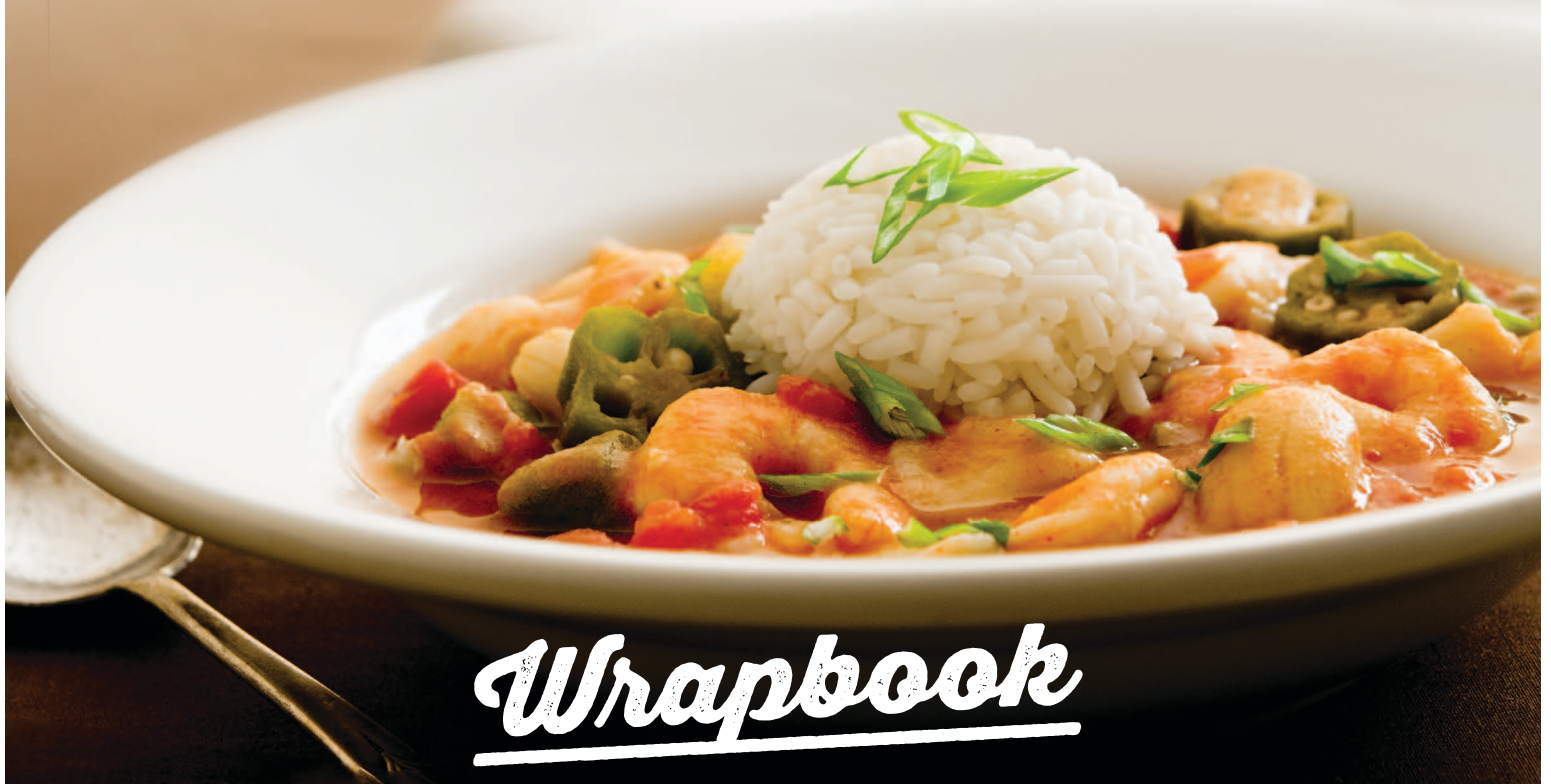
## *Smackdown!*

**& FOOTBALL PLAYOFFS'  
VIEWING PARTY!**

SATURDAY, JANUARY 11<sup>TH</sup>

**The Houstonia House**  
447 HEIGHTS BLVD.

**12 to 5 PM**



*Wrapbook*

# EVENT

## *Overview*

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**WHAT:**

**HOUSTONIA 1ST ANNUAL GUMBO SMACKDOWN  
WITH THE CITY'S FINEST CHEFS FACING OFF**

**WHEN:**

**JANUARY 11, 2014**

**WHERE:**

**HOUSTONIA HOUSE**

**EVENT DETAILS:**

**275+ GUEST ENJOYED GUMBO CREATIONS BY GORO & GUN, DANTON'S, HAVEN,  
FLEMING'S STEAKHOUSE, LIBERTY KITCHEN, AND CAJUN STOP**

**SPONSORS:**

**JACK DANIELS, TIETON & CIDER WORKS, NO LABEL BREWING CO.**

**RAFFLE PROCEEDS BENEFITED CHILD ADVOCATES**

# PARTNERS

## & *Sponsors*

### Participating Chefs:

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### Participating Sponsors:

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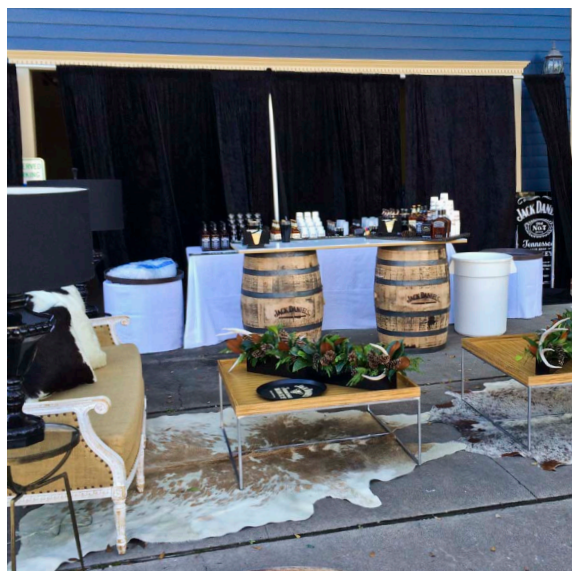
### 100% Net Proceeds Benefited:

---



# EVENT

## Photos



# EVENT *Photos*



# EVENT *Photos*



# PROMOTIONAL

# *Elements*

## PRINT



PRESENT

### THE ULTIMATE THURSDAY NIGHT TAILGATE

HOUSTON VS. JACKSONVILLE

*Viewing Party*



## GUMBO SMACKDOWN!

*The City's Finest Chefs Face Off!*

roost. HAVEN  
LIBERTY KITCHEN DANTON'S  
COOKING trinity

JACK DANIEL'S  
PLEASE DRINK RESPONSIBLY.

THURSDAY, DECEMBER 5<sup>TH</sup>  
5:30-9:30 PM  
KICKOFF AT 7:25 PM

AT MONTROSE H-E-B  
(ON W. ALABAMA)

**Tickets on sale now!**  
\$20 EACH  
includes signature Jack Daniel's cocktails and bottomless gumbo (must be 21+)

PROCEEDS TO BENEFIT childadvocates

For more information and to buy tickets: visit [houstoniamag.com/tailgate](http://houstoniamag.com/tailgate)

FULL PAGE AD IN NOVEMBER ISSUE  
TOTAL IMPRESSIONS: 202,748

RESCHEDULED DATE



PRESENT

*The City's Finest Chefs Face Off!*

Rescheduled Due To Inclement Weather

# GUMBO Smackdown!

Participating Chefs: LIBERTY KITCHEN DANTON'S HAVEN COOKING trinity

## & FOOTBALL PLAYOFFS' VIEWING PARTY!

SATURDAY, JANUARY 11<sup>TH</sup>

The Houstonia House  
447 HEIGHTS BLVD.  
12 to 5 PM

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100% NET PROCEEDS TO BENEFIT childadvocates.

FULL PAGE AD IN DECEMBER ISSUE  
TOTAL IMPRESSIONS: 202,748

# PROMOTIONAL

# Elements

## DIGITAL

Houstonia & H-E-B PRESENT

HOUSTON VS. JACKSONVILLE

THE ULTIMATE THURSDAY NIGHT TAILGATE

Viewing Party!

**GUMBO SMACKDOWN!**

The City's Finest Chefs Face Off!

roost. HAVEN LIBERTY KITCHEN DANTON'S COOKING trinity JACK DANIEL'S

THURSDAY, DECEMBER 5<sup>TH</sup>  
5:30-9:30 PM  
KICKOFF AT 7:25 PM

AT MONTROSE H-E-B (ON W. ALABAMA)

CLICK FOR TICKET INFORMATION

Houstonia & H-E-B PRESENT

HOUSTON VS. JACKSONVILLE

THE ULTIMATE THURSDAY NIGHT TAILGATE

**GUMBO & SMACKDOWN!**

THE CITY'S BEST CHEFS COMPETE. TASTE.VOTE.ENJOY.

**Tickets on sale now!**  
\$20 EACH  
Includes signature Jack Daniels cocktails and bottomless gumbo. (must be 21+)

NET PROCEEDS TO BENEFIT: **childadvocates**

WHERE: Montrose H-E-B 1701 W. Alabama  
WHEN: Thursday, December 5 5:30-9:30PM  
Kickoff 7:25PM

roost. HAVEN JACK DANIEL'S LIBERTY KITCHEN trinity DANTON'S COOKING

CLICK FOR TICKET INFORMATION

Houstonia & H-E-B PRESENT

HOUSTON VS. JACKSONVILLE

THE ULTIMATE THURSDAY NIGHT TAILGATE

Viewing Party!

**GUMBO SMACKDOWN!**

The City's Finest Chefs Face Off!

roost. HAVEN LIBERTY KITCHEN DANTON'S COOKING trinity JACK DANIEL'S

THURSDAY, DECEMBER 5<sup>TH</sup>  
5:30-9:30 PM  
KICKOFF AT 7:25 PM

AT MONTROSE H-E-B (ON W. ALABAMA)

BUY YOUR TICKETS NOW THIS WILL SELL OUT!

CLICK FOR TICKET INFORMATION

**SOLD OUT!!**

The City's Finest Chefs Face Off

Presented by

**GUMBO Smackdown!**

Participating Chefs: LIBERTY KITCHEN DANTON'S HAVEN COOKING trinity JACK DANIEL'S

**& FOOTBALL PLAYOFFS' VIEWING PARTY!**

Tickets on sale now! \$20 EACH

SATURDAY, JANUARY 11<sup>TH</sup>

The Houstonia House 447 HEIGHTS BLVD. 12 to 5 PM

Includes signature Jack Daniel's cocktails and bottomless gumbo. (must be 21+)

For more information and to buy tickets: visit [houstoniamag.com/tailgate](http://houstoniamag.com/tailgate)

NET NET PROCEEDS TO BENEFIT: **childadvocates**

EBLAST  
OPEN RATE: 26%  
IMPRESSIONS: 12,817



# PROMOTIONAL

# *Elements*

## DIGITAL

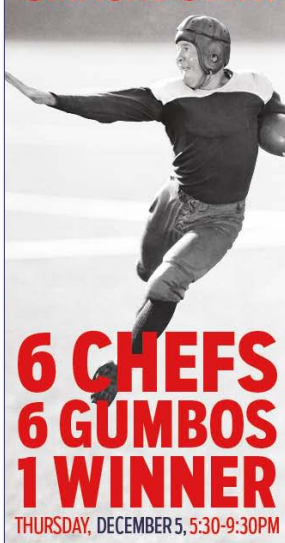
HOUSTON vs JACKSONVILLE *Viewing Party!* **GUMBO SMACKDOWN!**  
**TAILGATE**

728X90

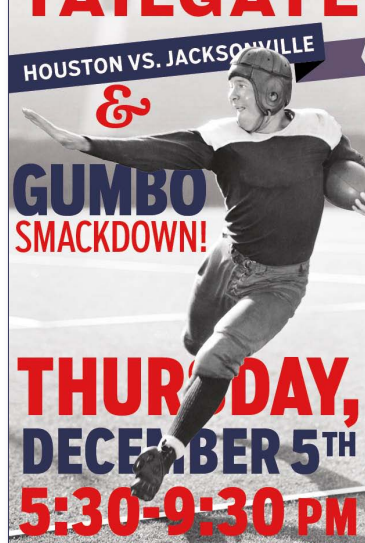
Houstonia.  
 &  
**H-E-B**  
 PRESENT  
 THE ULTIMATE  
 THURSDAY NIGHT  
**TAILGATE**  
 HOUSTON VS. JACKSONVILLE

THE ULTIMATE  
 THURSDAY NIGHT  
**TAILGATE** & **GUMBO SMACKDOWN!**

415X100

&  
**GUMBO SMACKDOWN!**  
  
**6 CHEFS  
 6 GUMBOS  
 1 WINNER**  
 THURSDAY, DECEMBER 5, 5:30-9:30PM

160X600

Houstonia.  
 &  
**H-E-B**  
 PRESENT  
 THE ULTIMATE  
 THURSDAY NIGHT  
**TAILGATE**  
 HOUSTON VS. JACKSONVILLE  
 &  
**GUMBO SMACKDOWN!**  
  
**THURSDAY,  
 DECEMBER 5<sup>TH</sup>  
 5:30-9:30 PM**

300X600

Houstonia. **H-E-B**  
 THE ULTIMATE  
 THURSDAY NIGHT  
**TAILGATE**  
 HOUSTON VS. JACKSONVILLE  
**GUMBO SMACKDOWN!**  
**THURSDAY,  
 DECEMBER 5<sup>TH</sup>  
 5:30-9:30 PM**

300X250

# PROMOTIONAL

# *Elements*

## DIGITAL

**GUMBO**  
*Smackdown!*

SATURDAY, JANUARY 11<sup>TH</sup>  
**12 to 5 PM**  
& FOOTBALL PLAYOFFS'  
VIEWING PARTY!

CLICK FOR INFO & TICKETS

728X90

Houstonia & H-E-B PRESENT

**GUMBO**  
*Smackdown!*

& FOOTBALL PLAYOFFS'  
VIEWING PARTY!

SATURDAY, JANUARY 11<sup>TH</sup>

**The Houstonia House**  
447 HEIGHTS BLVD.

**12 to 5 PM**

*The City's Finest Chefs Face Off!*

Tickets on sale now!  
**\$20 EACH**

Includes signature Jack Daniel's cocktails and bottomless gumbo.

For more information and to buy tickets: visit [houstoniamag.com/tailgate](http://houstoniamag.com/tailgate)

160X600

**GUMBO**  
*Smackdown!*

SATURDAY, JANUARY 11<sup>TH</sup>  
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& FOOTBALL PLAYOFFS'  
VIEWING PARTY!

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415X100

Houstonia & H-E-B PRESENT

**GUMBO**  
*Smackdown!*

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VIEWING PARTY!

SATURDAY, JANUARY 11<sup>TH</sup>

**The Houstonia House**  
447 HEIGHTS BLVD.

**12 to 5 PM**

*The City's Finest Chefs Face Off!*

CLICK FOR INFO & TICKETS

300X600

Houstonia & H-E-B PRESENT

SATURDAY, JANUARY 11<sup>TH</sup>  
**12 to 5 PM**

**GUMBO**  
*Smackdown!*

& FOOTBALL PLAYOFFS'  
VIEWING PARTY!

CLICK FOR INFO & TICKETS

300X250

# PROMOTIONAL

# Elements

## SOCIAL MEDIA

Activity  
Recent

Houstonia Magazine created Houstonia and HEB Present the Ultimate Thursday Night...

**Houstonia Magazine**  
November 8

Join us and H-E-B for our first-ever Tailgate & Gumbo Smackdown as some of the city's local chefs compete in this specialty competition on December 5. The best part? YOU get to choose the winning gumbo! \$20 gets you bottomless gumbo and signature Jack Daniel's cocktails. All proceeds benefit Child Advocates, Inc. <http://bit.ly/19M14gi>

Like · Comment · Share 2

15 people like this.

Write a comment...

**Dre Davis** Daniel Woodson, fyi  
Like · Reply · 1 · November 8 at 4:47pm via mobile

**Houstonia Magazine** @HoustoniaMag · 8 Nov  
Join us and @HEB for our first-ever Tailgate & Gumbo Smackdown on 12/5. Get tickets now! [bit.ly/19M14gi](http://bit.ly/19M14gi)

View summary · Reply · Retweet · Favorite · More

**Houstonia Magazine** @HoustoniaMag · Jan 8  
Here's the final line-up for Saturday's big gumbo smackdown: [houstoniamag.com/articles/who-m...](http://houstoniamag.com/articles/who-m...) Get your ticket now before they sell out! \$20 AYCE.

View summary · Reply · Retweet · Favorite · More

**Houstonia Magazine** @HoustoniaMag · Jan 7  
Who makes Houston's best gumbo? You be the judge this Saturday at our great big gumbo party: [houstoniamag.com/eat-and-drink/...](http://houstoniamag.com/eat-and-drink/...) [pic.twitter.com/dxLfb4yaBu](http://pic.twitter.com/dxLfb4yaBu)



Expand · Reply · Retweet · Favorite · More

Retweeted by Houstonia Magazine

**Chris Skiles** @lucky11studios · Jan 12  
Had some damn good food at the @houstoniamag Gumbo Cook-off yesterday. #latergram #gumbo #houstonia [instagram.com/p/jFL07xkCTs/](https://www.instagram.com/p/jFL07xkCTs/)

Expand · Reply · Retweet · Favorite · More

Retweeted by Houstonia Magazine

**Maggie McDonald** @MagsMac · Jan 8  
Just bought tickets to the @houstoniamag + @HEB Ultimate Saturday Tailgate & Gumbo Smackdown. SO. PUMPED.

Expand · Reply · Retweet · Favorite · More

Retweeted by Houstonia Magazine

**BST** @barygood · Jan 11  
@HoustoniaMag only 2 bowls of gumbo in and incredibly impressed!

View conversation · Reply · Retweet · Favorite · More

Retweeted by Houstonia Magazine

**Liberty Kitchen** @LibertyKitchen · Jan 11  
Fun times! @HoustoniaMag [pic.twitter.com/RTL0GeXB1D](http://pic.twitter.com/RTL0GeXB1D)



Expand · Reply · Retweet · Favorite · More

**Houstonia Magazine** @HoustoniaMag · Jan 11  
A big congratulations to @HavenHouston and @Flemings, who tied for Best Gumbo, and to Flemings for all winning our Peoples' Choice prize!

Expand · Reply · Retweet · Favorite · More

**Houstonia Magazine** @HoustoniaMag · Jan 11  
Thanks to everyone who came out to our big Gumbo Smackdown today! We hope you had as much fun as we did and enjoyed this gorgeous day.

Expand · Reply · Retweet · Favorite · More

**Houstonia Magazine** @HoustoniaMag · Jan 14  
If you were at our Gumbo Smackdown on Saturday, you might also be in our slideshow! [houstoniamag.com/slideshows/hou...](http://houstoniamag.com/slideshows/hou...) [pic.twitter.com/pG8tMwQmYb](http://pic.twitter.com/pG8tMwQmYb)



Expand · Reply · Retweet · Favorite · More

Retweeted by Houstonia Magazine

**Goro & Gun** @GoroNGun · Jan 11  
And the smackdown begins. We are gonna give it our best shot [pic.twitter.com/BeNtr518vb](http://pic.twitter.com/BeNtr518vb)



Expand · Reply · Retweet · Favorite · More

FACEBOOK & TWITTER MENTIONS  
IMPRESSIONS: 12,479

# PROMOTIONAL

# Elements

## DIGITAL

**ULTIMATE SATURDAY NIGHT TAILGATE & GUMBO SMACKDOWN SCHEDULED TO JANUARY 11**

Houstonia and HEB Present the Ultimate Saturday Tailgate and Gumbo Smackdown

Public · By Houstonia Magazine

Going (54)

- Ryan Tietz
- Chris Jones
- Chris Skiles
- Dobri Dzulgerov
- Alese Pickering
- Sabrina Dreyer Skiles (Invited You)
- Recent guests (20+ new)
- Mike Fletcher

Maybe (25)

- Michael Cook
- Virginia Moore
- Michael Cook
- Sophia Baloch

Invited (285)

- Michael Cook
- Virginia Moore
- Michael Cook
- Sophia Baloch

Export

Saturday, January 11, 2014 12:00pm until 5:00pm

Get Tickets (www.houstoniamag.com)

PLEASE NOTE: Due to impending rain, Houstonia Magazine has rescheduled this event for Saturday, January 11 from 12-5 pm at the Houstonia House.

For those who have purchased tickets for the December 5th tailgate, we will gladly issue a refund, or we can hold your tickets for the January 11 event.

Houstonia Magazine  
447 Heights Boulevard, Houston, Texas 77007

Write Post Add Photo / Video Ask Question

Write something...

Emily Kelly Hilton  
Who won? My vote went to Liberty Kitchen but Haven was a close second. Super fun event!  
Like · Comment · Share · January 12 at 11:48am near Houston, TX  
2 people like this.

Jim Lawson  
I'm going to eat me some gumbooo!  
Like · Comment · Share · January 11 at 10:44am near Jersey Village, TX  
3 people like this.

Mary Lou Diaz  
Looking for 2 tickets who can't go and wants to sell there tickets let me know  
Like · Comment · Share · January 10 at 11:49am

Mallory Hughes is going.  
Like · Comment · January 8 at 2:55pm  
Taylor Kookken likes this.

Leah Riojas is going.  
Like · Comment · January 6 at 10:53am

EVENT LANDING PAGE  
HOUSTONIA FACEBOOK EVENT PAGE

Houstonia and HEB Present

**THE ULTIMATE SATURDAY TAILGATE & GUMBO SMACKDOWN**

Viewing Party!

Tickets on sale now \$2.00 \$4.00  
Includes signature Jack Daniels cocktails and bottomless gumbo  
PROCEEDS TO BENEFIT childadvocates

SATURDAY, JANUARY 11  
12:00-5:00 PM KICKOFF AT 12:15

AT HOUSTONIA HOUSE (447 HEIGHTS BL)

Ticket Type	Sales End	Price	Fee	Quantity
General Admission	Ended	\$20.00	\$0.00	Sold Out

Includes gumbo from each participating restaurant, signature Jack Daniels cocktails, and craft beer sampling.

Who's Going

You're the first of your friends to connect to this event.

Share it to get some people on board!

Share Houstonia & HEB Present The 1st Annual Tailgate & Gumbo Smackdown

53 people like this. Be the first of your friends.

When & Where

Houstonia House  
447 Heights Blvd  
Houston, TX 77007

Saturday, January 11, 2014 from 12:00 PM to 6:00 PM (CST)

Add to my calendar

Organizer

Houstonia Magazine

Every month, we deliver Houston in all its complicated glory: exclusive interviews, news and reviews, hard-hitting stories that will have the town talking.

Contact the Organizer

View organizer profile

past events on Eventbrite

Event Details

PLEASE NOTE: This event is the rescheduled December 5th tailgate. If you purchased tickets for the December 5th event, we will gladly issue a refund or we can hold your tickets for the January 11 event.

Houstonia and HEB Present  
The Ultimate Saturday Tailgate & Gumbo Smackdown!

Join us for The Ultimate Saturday Tailgate & Gumbo Smackdown as celebrated chefs from some of Houston's most popular restaurants compete for title of best gumbo. Who will be the winner? Taste them all and vote for your favorite!

When: Saturday, January 11  
12-6 pm; Kickoff at 3:35pm, New Orleans Saints vs. Seattle Seahawks

Where: Houstonia House

\$20 gets you bottomless gumbo, signature Jack Daniels cocktails and craft beer tastings!

100% of net proceeds and all proceeds from raffle ticket sales at the event will benefit:

childadvocates®

Raffle tickets are \$20 each. Prizes include:

- Gift Certificates to each participating restaurant
- \$75 gift certificate to

Participating Chefs/Restaurants Include:

LIBERTY KITCHEN DANTON'S

triniti COOKING

HAVEN

Craft Beer Sampling From:

SUNSHINE CEDAR CREEK

Tieton Cider works

EVENT LANDING PAGE  
EVENTBRITE PAGE

# PROMOTIONAL *Elements* DIGITAL

**Houstonia.**  
**gastronaut**


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1 of 28

**Liberty Kitchen brought its All-Star Gumbo, filled with all manner of seafood—even crawfish**

**SLIDE SHOW**

## Houstonia's Inaugural Gumbo Smackdown & Tailgate Party

Posted Jan 14, 2014, 9:53am

Although the Saints ultimately lost to the Seahawks this past Saturday, there were plenty of winners at Houstonia's inaugural Gumbo Smackdown and Tailgate party benefitting Child Advocates. That's because our panel of judges simply couldn't decide between the two best gumbos of the afternoon, and ended up awarding a tie.

Photos by Ryan Tietz

File Under: [Events](#), [Gumbo](#), [Competition](#)

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2		
3		
4		
5		

1 Tickets On Sale Now for Houston BBQ Festival  
2 The King Of Tramps Was Here, 81 Years Ago  
3 25 Hottest Neighborhoods  
4 Houston Chefs Named Semifinalists for 2014 James Beard Awards  
5 Catfish, Reef, Hannys Hollow, and Vinegar Hill

POST EVENT PROMOTION  
PHOTO SLIDESHOW POSTED ON  
HOUSTONIAMAG.COM

# EVENT

## *Collateral*

**GUMBO**  
*Smackdown!*

## DRINKS

**JACK DANIEL'S**  
OLD  
No. 7  
BRAND

PLEASE DRINK RESPONSIBLY.

**GUMBO**  
*Smackdown!*

### 1ST STREET ALE

Blonde Ale dedicated to the city of Katy, Texas

### RIDGEBACK ALE

Named after our dog Halley

### EL JEFE WEIZEN

A traditional German Hefeweizen



**GUMBO**  
*Smackdown!*

**JACK DANIEL'S**  
OLD  
No. 7  
BRAND

PLEASE DRINK RESPONSIBLY.

**Jack's Honey Lemonade**  
Jack Daniel's Tennessee Honey, Tuaca Liqueur, sour mix, H-E-B lemon-lime soda

**Gentleman Jack Sour**  
Gentleman Jack Rare Tennessee Whiskey, sweet & sour mix

**Gentleman & Ginger**  
Gentleman Jack Rare Tennessee Whiskey, Ginger Ale

**The Perfect Gentleman Manhattan**  
Gentleman Jack Rare Tennessee Whiskey, dry vermouth, sweet vermouth

**GUMBO**  
*Smackdown!*

### APRICOT CIDER

Crisp apple cider infused with the tartness of apricot

### CHERRY BLEND CIDER

A well balanced apple cider blended with cherry

### WILD WASHINGTON APPLE CIDER

Pineapple aroma and a pronounced mineral quality that gives the cider a lively mouth feel



# EVENT

## *Collateral*

**Houstonia.**  
&  
**H-E-B**  
PRESENT

# GUMBO

## *Smackdown!*

---

TASTE THEM ALL AND VOTE  
FOR YOUR FAVORITE!

**GORO & GUN**

**DANTON'S**

**HAVEN**

**FLEMING'S STEAKHOUSE**

**LIBERTY KITCHEN**

**CAJUN STOP**

# VOTE

for your favorite and  
you could win **\$100** to  
***Fleming's Steakhouse!***

---

NAME \_\_\_\_\_

ZIP \_\_\_\_\_

EMAIL \_\_\_\_\_

\*DRAWING WILL BE HELD JUST BEFORE GUMBO WINNER IS ANNOUNCED. MUST BE PRESENT TO WIN. BY ENTERING TO WIN, YOU ARE GIVING HOUSTONIA PERMISSION TO CONTACT YOU VIA EMAIL.

# MARKETING REACH

## Overview

PRINT

-HOUSTONIA MAGAZINE – FULL PAGE AD - NOVEMBER 2013 ISSUE	202,748 IMPRESSIONS .....	\$8,800
-HOUSTONIA MAGAZINE – FULL PAGE AD - JANUARY 2014 ISSUE	202,748 IMPRESSIONS .....	\$8,800

DIGITAL

-EBLAST.....	12,817 IMPRESSIONS .....	\$3,500
-FACEBOOK PROMOTIONS .....		\$160
-TWITTER PROMOTIONS .....		\$160
-HOUSTONIAMAG.COM .....	69,866 IMPRESSIONS .....	\$1,397
-HOUSTONIAMAG.COM BLOG & SLIDESHOW .....	1,039 IMPRESSIONS .....	\$1,500

EVENT COLLATERAL

-EVENT SIGNAGE, DESIGN, AND PRINTING .....		\$3,000
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EVENT PRODUCTION

- HOUSTONIA MAGAZINE EVENTS TEAM DRAWS ON EXPERIENCE AND RELATIONSHIPS
- TO PRODUCE COST-EFFECTIVE, EFFICIENT AND CROWD-PLEASING RESULTS.
- EVENT COORDINATION AND PRODUCTION 275+ ATTENDEES..... \$38,895.52
- SITE PLAN: ACCURATE MEASUREMENT AND DESIGN
- CITY PERMITTING: CITY OF HOUSTON LICENSE AND PERMITS
- RENTALS: ORGANIZE RENTAL NEEDS, PLACE ORDER AND COORDINATE DELIVERY, SET-UP AND STRIKE
- DÉCOR: DESIGN AND COORDINATE DÉCOR ELEMENTS INCLUDING FLORAL AND LINENS
- PHOTOGRAPHY: SECURE AND COORDINATE ROAMING PHOTOGRAPHER
- MUSIC: SECURE AND COORDINATE LIVE BAND

TOTAL EVENT VALUE .....	\$67,713
TOTAL IMPRESSIONS .....	489,218