



Saturday, June 13, 2026
2:00pm – 6:00pm

Sunday, June 14, 2026
1:00pm – 5:00pm

Los Angeles Equestrian Center
Hunt Field
480 W. Riverside Drive
Burbank, CA 91506



2026 FOOD TRUCK & FOOD BOOTH INFORMATION

The 21st Annual LAWineFest will this year make its debut at the Los Angeles Equestrian Center in Burbank, bringing the festival to this celebrated venue in 2026 for the first time. The Center offers wide-open grounds, natural shade, and a relaxed outdoor atmosphere for wine lovers! This secluded, shaded haven boasts privacy, stunning mountain views, and provides a serene and picturesque setting for any occasion.

Home to numerous dressage, polo and competition events, plus over 500 beautiful horses, the Equestrian Center's visitors are also known to enjoy life's little luxuries including fine wine and dining.

ABOUT LAWINEFEST

Los Angeles Equestrian Center
480 W. Riverside Dr., Burbank, CA 91506

Saturday, June 13th 2026 / 2pm – 6pm
Sunday, June 14th, 2026 / 1pm – 5pm

LAWineFest was founded in 2006 by Dr. Joel M. Fisher, PhD after his countless years of traveling, writing, and educating the public about wine. In 2020, Dr. Fisher passed the reigns to Scherr Lillico, who had served as Fest Director for over 13 years. Ms. Lillico is a seasoned event producer with hundreds of black tie galas, concerts, golf tournaments and other events to her credit for over 30 years. She continues to expand Dr. Fisher's dream of introducing wines of the world to the general public
- one taste at a time!



2026 LAWINEFEST - THE 20TH YEAR OF LA'S SIGNATURE TASTING EVENT

VIBRANT LOCATION

On beautiful tree shaded grounds, where Hollywood glamour meets equestrian tradition.

CROWD

Historically 8000-9000 attendees over the two day event. Diverse crowd, strong millennial presence with proven purchasing power.

TASTINGS

California and International Wineries, Artisan Breweries and Ciders represented. Premium & boutique wineries with limited production also showcased. Online sales of products & club memberships allowed and encouraged.

LIFESTYLE EXHIBITORS

Carefully curated artisan goods & gourmet items for sale with limitations on number of booths in each product type.

FOOD & GOODIES

Hip food trucks & restaurants selling meals, snacks & treats to enjoy while attending the fest.

THE SURROUNDING AREA

Bordering the vast expanse of Griffith Park, Burbank offers a blend of studio culture, local charm, and scenic outdoor spaces just minutes from the heart of Los Angeles. The area is home to major film and television studios, vibrant dining districts, and iconic parkland that stretches across the foothills. Centrally located between the 5 and the 134 Freeways, the LA Equestrian Center is a short distance from numerous high profile residential areas such as Los Feliz, Hollywood, Beverly Hills, Sherman Oaks, Encino and Pasadena, to name a few.

THE VIBE / SCENE

DEMOGRAPHICS

Age Range: 21-75
53% Female / 47% Male
Avg HHI: \$125K
79% College Educated
-70% are from LA County,
30% are from outside LA,
including
Orange County,
San Diego,
and beyond.

PSYCHOGRAPHICS

- Makes annual travel plans
- Loves to shop, dine & drink out
- Entertains at home often
- Is socially & environmentally conscious
 - lives in the 20th most diverse city in America







EVENT MEDIA EXPOSURE

ELEVISON



RADIO



PRINT

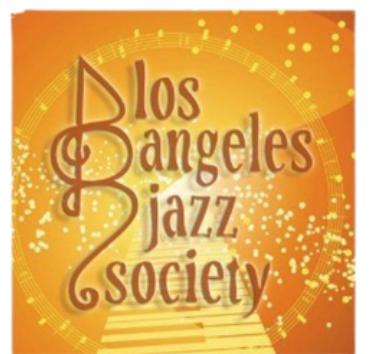
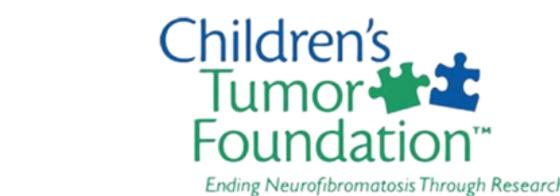


CHARITY BENEFICIARY

LAWineFest is proud to donate a portion of the event proceeds to one or two hand-picked charities each year.

Our 2026 beneficiary is the Los Angeles Boys & Girls Club and an additional charity will be announced soon.

Previous charities have included:





LAND ROVER
PUENTE HILLS

Harrah's
Resort
SOUTHERN CALIFORNIA

Montenegro
AMARO
— 1885 —



Beverly Hills BMW
A formal Automotive Dealership



SUB-ZERO
WOLF



ACQUA PANNA
TUSCANY

Hilton

ORIS
HÖLSTEIN 1904

S.PELLEGRINO

DEFENDER

HOTEL MAYA
A DOUBLETREE BY HILTON

TOSSWARE



CURRENT & PAST SPONSORS

Carnevale

Jackson
FAMILY WINES

U B E R *Los Angeles*

THE BEST OF LA



HYATT
VACATION
CLUB

ROBERT MONDAVI
DISCOVERWINE



RIEDEL
THE WINE GLASS COMPANY

Detto
WINERY

LABREA
B
BAKERY

Long Beach Transit
www.lbt.org

CAMBOZOLA

FOOD TRUCK AND FOOD BOOTH EXHIBITOR REGISTRATION RATES

Everyone receives:

Table signage | Listing in program & website | General support – to help with load-in/out, keep area clean | 3 exhibitor badges per paid exhibit space | Health department paperwork management & submission, for sampling and serving food. Health department will determine the type of booth coverings required.

Note: If you are sampling, there will be an additional fee required by the Health Department. Specialized rentals mandated by Health Department will be paid for by Exhibitor. LAWineFest will assist in processing all permits and is committed to working with you to help minimize your out-of-pocket expenses.

| Deadline/Registration & Payment Schedule | Food Truck | Food Booth |
|--|---------------------------|---------------------------|
| Fast Reflexes Registration (by 1/31/26) | \$250 | \$500 |
| Advanced Registration (by 3/15/26) | \$350 | \$600 |
| Standard Registration (by 5/16/26) | Check availability | Check availability |

PLEASE NOTE: Categories (ie clothing, jewelry, oil & vinegars, etc.)
will be limited in each product line.

ADDITIONAL REGISTRATION RATES (CONT'D)

Printed Program: An opportunity to place an ad and 'go home' with all Festgoers with your desired marketing image - product details, discount coupons, order info - Program includes listing of all exhibitors, wineries, sponsors, and is handed out to guests attending Fest, trim size is 4.25" wide x 10" tall. A majority of guests DO take the program home as they record wine tasting notes, and utilize the discount coupons.

| Add-Ons | Price | Details |
|--------------------------------------|-------------------|--|
| Electrical Outlets (110v) | \$150 each | Please detail type of outlets required and detailed usage as additional fees may be required. |
| 1/4 page program ad (B&W) | \$200 | 3.75" wide x 2.37" tall |
| 1/2 page program ad (color) | \$400 | 3.75" wide x 4.75" tall |
| Full page program ad (color) | \$750 | 3.75" wide x 9.5" tall Bleed ok (4.25" x 10") |
| Add'l exhibitor badges | \$30 each | Single day use |
| Add'l GA Tickets | \$50 each | Single day use |

THANK YOU!

*For additional questions,
please contact either:*

Scherr Lillico, CEO / Fest Director

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or

Jeffrey Clark / Fest Coordinator

818-994-4661

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