



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





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Thank you again for another great year, looking forward to the next one.

-The Berlin Truck

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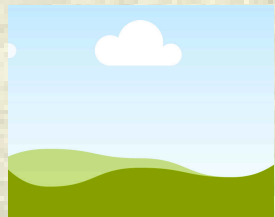
I had a BLAST last weekend! I LOVED my spot too! See you next year.

-Sisi Cakes

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Just want to thank you all for that incredible event! I had so much fun as a vendor, met so many new people and everyone working there was so on top of it and amazing. Wonderful job!

-Apevine Wines



EVENT MEDIA EXPOSURE

TELEVISION



RADIO



PRINT



CHARITY BENEFICIARY

LA WineFest 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



ORIS
HÖLSTEIN 1904

Wild Fork
MEAT & SEAFOOD MARKET



Hilton



DEFENDER

HOTEL
MAYA
A DOUBLETREE BY HILTON

TOSSWARE



Harrah's
Resort
SOUTHERN CALIFORNIA
AN ENTERTAINMENT COMPANY OF THE MARRIOTT GROUP

CURRENT & PAST SPONSORS

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A BMW Automotive Dealership



BRIXTON

Jackson
FAMILY WINES

ROBERT MONDAVI
DISCOVERWINE



HYATT
VACATION
CLUB

SUB•ZERO
WOLF



Long Beach Transit
www.lrbt.com

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

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jeffrey@LAWineFest.com

