



**Saturday, June 13, 2025**

**2:00pm - 6:00pm**

**Sunday, June 14, 2025**

**1:00pm - 5:00pm**



**480 W. Riverside Drive  
Burbank, CA 91506**



**2026 BEVERAGE INFORMATION**

## THE SETTING FOR LAWINEFEST 2026

The 21st Annual LAWineFest will 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 over 500 beautiful horses, and numerous dressage, polo and competition events, the Equestrian Center's visitors are also known to enjoy life's little luxuries including fine wine and dining.

### *The Los Angeles Equestrian Center*

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 within a few miles of numerous high profile residential areas such as Los Feliz, Hollywood, Sherman Oaks, Encino and Pasadena, to name a few.



# 2026 LAWINEFEST THE 21st YEAR OF LA'S SIGNATURE TASTING EVENT

## VIBRANT LOCATION

On the 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 quantity from each product type.

## FOOD & GOODIES

Hip food trucks & restaurants selling meals, snacks & treats to enjoy during a 'tasting' break while attending the fest.





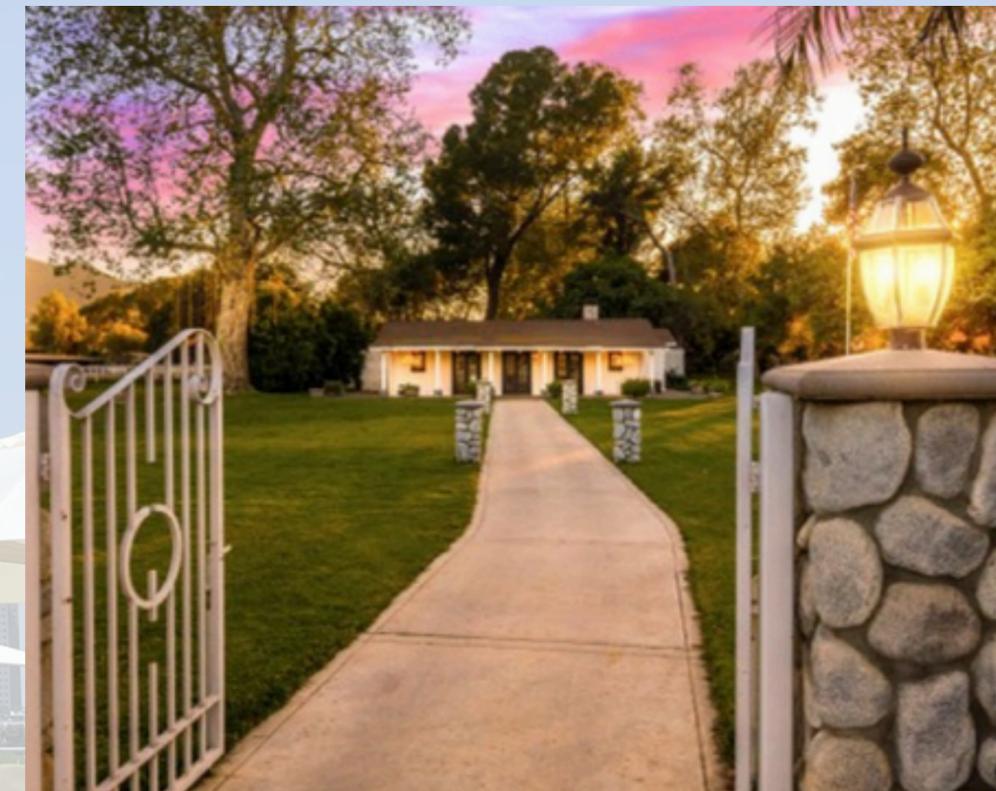
# THE VIBE / SCENE

## DEMOGRAPHICS

Age Range: 21-75  
53% Female / 47% Male  
Avg HHI: \$135K  
79% College Educated  
67% are from LA County  
33% are from outside LA  
including  
Orange County,  
San Diego,  
and beyond.

## PSYCHOGRAPHICS

Enjoys both weekend getaways  
and annual vacation trips  
Loves to shop, dine  
& drink out  
Entertains at home often  
Socially & environmentally conscious  
Lives in the 20th most  
diverse city in America

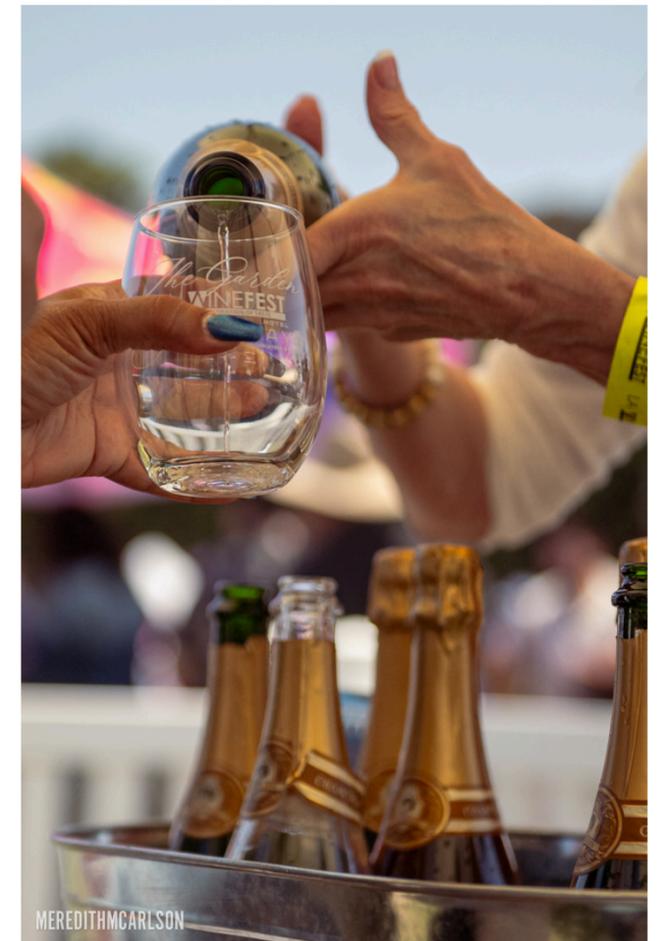




## THE GARDEN



In 2015 we introduced the Boutique Garden to showcase wineries with limited production (under 2,000 cases per year). In 2023 we expanded the garden to include a few premium wines, and in 2024 incorporated additional premium wine pours, 'tasty bites' and more shade and seating. When an attendee purchases this special ticket for the 21st Anniversary Fest (limited to 400 each day), they are treated to a baker's dozen of Boutique wines, a few high-end wines from Napa and other growing regions, plus an assortment of tasty nibbles and charcuterie to enjoy with your special wine tastes. Guests can take a break from the general area, pick up their special Garden tasting glass, and relax under market umbrellas to break the summer sun - and know that a portion of their ticket benefits the chosen charity.

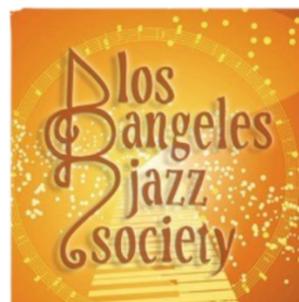


# CHARITY BENEFICIARY

LA WineFest is proud to donate a portion of the event proceeds to two hand-picked charities each year.

Our 2026 beneficiaries are the Los Angeles Boys & Girls Club and AHEAD With Horses.

Previous charities have included:





“

**Thanks to everyone who joined us for a taste of our San Antonio Specialty wines and a big THANK YOU to the LAWineFest organizers for another fantastic event.**

**-San Antonio Specialty Wines**

“

**I wanted to give the organizers a sincere and genuine thank you for inviting me to the LAWineFest. It was a beautiful event in a great location with a fantastic crowd. And yes, we sold a lot of wine!**

**I definitely want to come back and do it again next year.**

**-Monroy Wines**

“

**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**





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 ENTERPRISE OWNED BY THE MINGON BAND OF LISIENO INDIANS

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BRIXTON



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WOLF

CAMBOZOLA

# EVENT MEDIA EXPOSURE

## TELEVISION



## RADIO



## PRINT



# BEVERAGE REGISTRATION RATES

**OUR REGISTRATION RATES COVER PASS-THROUGH COSTS AND ABC FEES.** We appreciate the marketing investment you make in us. Everyone receives: 10 x 10 display space | Table, chair & linens | White Garden Umbrella (unless you are bringing your own pop up tent) | Table signage | Ice & rinse buckets | Listing on program & website | Table support – get spelled by volunteers versed in wine knowledge | General support – to help with load-in/out, keep area clean & refresh ice | 2 exhibitor badges per paid exhibit space | ABC paperwork management - ABC fees are included in registration fee.

**\*Premium Space:** - Exhibitors selecting this option can choose a high-traffic placement in the general footprint. Choices will be presented based on availability – a few weeks prior to Fest date.

**\*\*The Garden** – Limited number of winery spaces available – admission capped at 400 people / day. This area is dedicated to Boutique Wineries (producing under 2000 cases per year) and a limited number of Premium Wineries. Participants receive a 4 ft table, chairs, and a beautiful private area.

Deadline / Registration & Payment Schedule	Winery – Basic	Winery - Premium*	Winery - The Garden**	Spirits – Basic	Spirits – Premium*
Fast Reflexes Registration (by 1/15/26)	\$0	\$100	\$0	\$150	\$250
Early-Bird Registration (by 2/21/26)	\$0	\$100	\$100	\$200	\$275
Advanced Registration (by 3/31/26)	\$100	\$150	Call for avails	\$225	\$300
Standard Registration (by 5/16/26)	\$150	\$250	Call for avails	\$250	\$325
2024 - 2025 Return Loyalty Discount (until 3/31/26)	10%	10%	10%	10%	10%

## ADDITIONAL REGISTRATION RATES (CONT'D)

**Printed Program:** Opportunity to “go home” with thousands of Festgoers - presenting your product, website, discount opportunities - includes listing of all wineries, exhibitors, and sponsors, and is handed out to all guests attending the Fest. Program trim size is 4 1/4” wide x 10” tall.

Add-Ons	Price	Details
Electrical Outlets (110v)	\$150 each	<i>Some restrictions – please detail usage needs</i>
¼ page program ad (color)	\$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
Gen Adm. Guest Tickets for clients/friends	\$50 each	Single day use

LAWineFest will celebrate it's 21st anniversary in June 2026. This popular event blazed a trail in LA to bring wine and wine lovers together in a fun, inviting and accessible way.

Now a local institution, we're known to deliver a sun-kissed event that balances fun, exploration and education for 8,000+ guests each year. We are also proud to have introduced our event to wine lovers in other areas of SoCal - including Rancho Mirage, Santa Clarita, Orange County, Hollywood and Long Beach - plus on-line tastings, at various Fests throughout the years.

## **ABOUT LAWINEFEST**

**LA Equestrian Center  
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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 at that time 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!

# THANK YOU!

**For additional questions about beverage participation, please contact either:**

**Scherr Lillico, CEO / Fest Director**

818-994-4661

[Scherr@LAWineFest.com](mailto:Scherr@LAWineFest.com)

or

**Jeffrey Clark / Fest Coordinator**

818-994-4661

[Jeffrey@LAWineFest.com](mailto:Jeffrey@LAWineFest.com)

