



**Saturday, September 12, 2026  
12:00pm – 6:00pm**

**Sunday, September 13, 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, September 12th 2026 / 12pm – 6pm**  
**Sunday, September 13th, 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







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

**-The Berlin Truck**

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

**-Sisi Cakes**

**“ 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 two hand-picked charities each year.

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

Previous charities have included:





LAND ROVER  
PUENTE HILLS



Hilton



DEFENDER



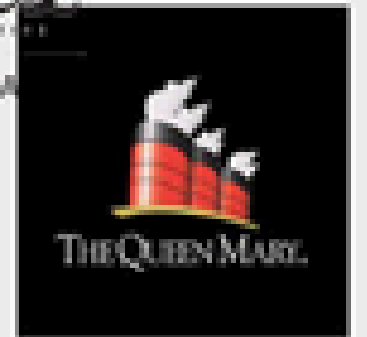
TOSSWARE



# CURRENT & PAST SPONSORS



Beverly Hills BMW  
A BMW Automotive Dealership



# 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:** 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
<b>Fast Reflexes Registration (by 6/15/26)</b>	<b>\$250</b>	<b>\$500</b>
<b>Advanced Registration (by 7/31/26)</b>	<b>\$350</b>	<b>\$600</b>
<b>Standard Registration (by 8/24/26)</b>	<b>Check availability</b>	<b>Check availability</b>

**PLEASE NOTE:** Categories (ie cheese, bread, cakes etc.)  
will be limited.

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