LA WINEFEST℠

AN EXPLORATION OF TASTE

Celebrating 22 years

SATURDAY, **JUNE 12**, 2027

12:00PM - 6:00PM

SUNDAY, **JUNE 13**, 2027

12:00PM - 6:00PM

Los Angeles EQUESTRIAN CENTER

GRIFFITH PARK

HUNT FIELD

480 W. Riverside Drive

Burbank, CA 91506



2027 BEVERAGE INFORMATION



The Setting

LAWineFest will celebrate it's 22nd Anniversary in June 2027.

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 6,000 to 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 online tastings at various Fests throughout the years.

Los Angeles Equestrian Center

480 W. Riverside Dr., Burbank, CA 91506

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 residential areas such as Pasadena, Los Feliz, Hollywood, Sherman Oaks, and Encino.

THE 22nd YEAR OF LA'S SIGNATURE TASTING EVENT

01. Vibrant Location

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

02. The Crowd

Historically 6,000–8,000 attendees over the 2-day event. Diverse crowd and strong millennial presence with proven purchasing power.

03. 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.

04. Food & Goodies

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

05. Lifestyle Exhibitors

Carefully-curated artisan goods & gourmet items for sale with limitations on quantity from each product type.

DEMOGRAPHICS

Age Range: 21 - 80
55% Female | 45% Male
Average HHI: $147,500
79% College Educated
70% from LA County
30% outside LA including OC, SD & beyond

PSYCHOGRAPHICS

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



Invite our guests to discover your wines and find their new favorite!











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', more shade, and seating.

When an attendee purchases this special ticket for the 22nd 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 or 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 for a break from the summer sun – and know that a portion of their ticket benefits our 2027 charities.

Charity Beneficiaries

LAWineFest is proud to donate a portion of event proceeds to 2 hand-picked charities each year.
Our 2027 beneficiaries are Los Angeles Boys & Girls Club and AHEAD With Horses.

Previous charities have included:

LOS ANGELES BOYS & GIRLS CLUB

AHEAD WITH HORSES

the YMCA

MAKE-A-WISH

SUNSHINE KIDS

City of Hope

Los Angeles Jazz Society

RADD
The Entertainment Industry's Voice for Road Safety

Children's Tumor Foundation
Ending Neurofibromatosis Through Research

BEYOND SHELTER
www.beyondshelter.org

FOOD FORWARD
FOODFORWARD.ORG









Current & Past Sponsors











































































Event Media Exposure

TELEVISION

- LOS ANGELES
- KTLA 5 LA's Very Own
- FOX 11 LOS ANGELES
- KCET
- CNN
- food network

RADIO

- Audacy
- iHeart RADIO
- 790 KABC Talk Radio — Where Southern California Talks!
- SoCal News knx
- 94.7 THE WAVE
- 102.7 KIIS FM
- KOST 103.5 FM
- CRN DIGITAL TALK RADIO HD
- 955 KLOS
- 92.9 JACK FM

PRINT

- Los Angeles MAGAZINE — THE BEST OF LA
- Wine Spectator
- LA WEEKLY
- LONG BEACH POST
- bon appétit
- PASADENA MAGAZINE
- Tasting Table
- Orange Coast MAGAZINE

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 bring your own pop-up tent)
Table signage | Ice & rinse buckets | Listing on program & website | Table support w/ 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 included in registration fee)

DEADLINE/REGISTRATION & PAYMENT SCHEDULE	WINERY BASIC	WINERY PREMIUM*	WINERY THE GARDEN**	SPIRITS BASIC	SPIRITS PREMIUM*
EARLY-BIRD REGISTRATION (by 2/1/27)	$0	$100	$100	$200	$275
ADVANCED REGISTRATION (by 3/15/27)	$100	$150	Call for avails	$225	$300
STANDARD REGISTRATION (by 5/1/27)	$125	$200	Call for avails	$250	$325
2024–2026 Return Loyalty Discount (until 5/1/27)	10%	10%	10%	10%	10%

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

**THE GARDEN: Limited number of winery spaces available – admission capped at 500 people/day. This area is dedicated to Boutique Wineries (producing under 2,000 cases per year) and a limited number of Premium Wineries. Participants receive a 4′ table, chairs, and market umbrella in a beautiful private area.



"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."

RIBOLI FAMILY WINES

REGISTRATION ADD-ONS

PRINTED PROGRAM: An opportunity to 'go home' with thousands of Festgoers with your desired marketing image – presenting your product, website, discount opportunities. Program includes listing of all wineries, exhibitors & sponsors, and is handed out to all guests attending the Fest. Program trim size is 4.25" wide x 10" tall.

ADD-ONS	PRICE	DETAILS
ELECTRICAL OUTLETS (110v)	**$150 each**	Some restrictions – please detail usage needs
¼ PAGE PROGRAM AD (color)	**$200**	3.75" wide x 2.37" tall
½ 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
GA GUEST TICKETS FOR CLIENTS/FRIENDS	**$50 each**	Single day use



"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



THANK YOU!

We look forward to welcoming you to our 22nd Annual LA WINEFEST

For additional questions about beverage participation, please contact:

Scherr Lillico
CEO / Fest Director
(818) 994-4661
scherr@lawinefest.com

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 at that time served as Fest Director for over 13 years. Ms. Lillico is a seasoned event producer with hundreds of black tie galas, concerts, golf tournaments, film productions, 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!