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 FOOD TRUCK & FOOD BOOTH INFORMATION



The Setting

The 22nd Annual LAWineFest will return to the Los Angeles Equestrian Center in Burbank.

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.

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

Makes annual travel plans.
Loves to shop, dine & drink/eat out.
Entertains at home often.
Socially & environmentally conscious.
Lives in the 20th most diverse city in America.





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

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









FOOD TRUCK & 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
EARLY-BIRD REGISTRATION (by 2/1/27)	**$250**	**$500**
ADVANCED REGISTRATION (by 3/15/27)	**$350**	**$600**
STANDARD REGISTRATION (by 5/1/27)	Check availability	Check availability
2024–2026 Return Loyalty Discount (until 5/1/27)	**10%**	**10%**

PLEASE NOTE: Categories (i.e., cheese, bread, cakes, etc.) and cuisines will be limited.



"Thank you again for another great year, looking forward to the next one."
THE BERLIN TRUCK

REGISTRATION ADD-ONS

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 usage as additional fees may be required.
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
ADD'L GA TICKETS	**$50 each**	Single day use



"We had an excellent time and look forward to working with LAWineFest again for next year!

WETZEL'S PRETZELS FOOD TRUCK

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

SISI CAKES





THANK YOU!

We look forward to welcoming you to our

22nd Annual LA WINEFEST

For additional questions, please contact:

Scherr Lillico
CEO / Fest Director
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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 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!