



Harry Bridges Memorial Park
Long Beach, CA

2025 BEVERAGE INFORMATION



LAWineFest will celebrate it's 20th anniversary in June 2025. 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 over 8,000+ guests each year. We are also proud to have introduced our event to wine lovers in Rancho Mirage, Santa Clarita, Orange County, and Hollywood at various fests throughout the years.

ABOUT LAWINEFEST

Harry Bridges Memorial Park
@ The Queen Mary Long Beach, CA

Saturday, May 31st 2025 / 2pm - 6pm
Sunday, June 1st, 2025 / 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!



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THE SETTING

The Harry Bridges Memorial Park in the Long Beach Harbor Area will welcome the 20th Annual LA WineFest back to its iconic location by The Queen Mary in 2025. The park is located on the Pier J waterfront facing Downtown Long Beach. The site was part of the parkland mitigation for the development of the Aquarium of the Pacific and Rainbow Harbor.

Harry Bridges Memorial Park

From eclectic neighborhoods to sandy beaches, Long Beach is an urban seaside playground 22 miles south of downtown Los Angeles. Long Beach boasts a major airport, the 2nd busiest seaport in the U.S., the LA Metro Blue Rail, and extensive ground transportation options.



2025 LAWINEFEST THE 20TH YEAR OF LA'S SIGNATURE TASTING EVENT

VIBRANT LOCATION

On the beautiful waterfront, with strong support from the City of Long Beach and other organizations.

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 while attending the fest.

THE VIBE / SCENE

DEMOGRAPHICS

- Age Range: 21-75
- 52% Female / 48% 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





A TRUE EXP
OF OU
ORGANIC VIN
IN CHIL



20th Anniversary

LA WINEFESTSM

AN EXPLORATION OF TASTE





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 20th Anniversary Fest (limited to 500 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.





Beverly Hills BMW
A Sonic Automotive Dealership



LAND ROVER
PUENTE HILLS



THE QUEEN MARY.



Better Everyday



DEFENDER

TOSSWARE

UBER



CURRENT & PAST SPONSORS



PERFECT
HYDRATION



CAMBOZOLA



EVENT MEDIA EXPOSURE

TELEVISION



RADIO



PRINT



THE BEST OF LA



CHARITY BENEFICIARY

LAWineFest is proud to donate a portion of the event proceeds to one or two hand-picked charities each year. Our 2025 beneficiaries will be announced soon. 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 LA WineFest organizers for a fantastic event.

-San Antonio Specialty Wines

“

I wanted to give the organizers a sincere and genuine thank you for inviting me to the LA WineFest. 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

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 500 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 market umbrella that will be shared.

| Deadline / Registration & Payment Schedule | Winery - Basic | Winery - Premium* | Winery - The Garden** | Spirits - Basic | Spirits - Premium* |
|---------------------------------------------------|----------------|-------------------|-----------------------|-----------------|--------------------|
| Fast Reflexes Registration (by 12/2/24) | \$0 | \$100 | \$0 | \$150 | \$250 |
| Early-Bird Registration (by 1/26/25) | \$0 | \$125 | \$0 | \$200 | \$275 |
| Advanced Registration (by 3/31/25) | \$150 | \$200 | \$100 | \$225 | \$300 |
| Standard Registration (by 5/16/25) | \$200 | \$300 | Call for avails | \$250 | \$325 |
| 2023-2024 Return Loyalty Discount (until 3/31/25) | 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 exhibitors, wineries, sponsors, and is handed out to all guests attending 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> |
| 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 <i>Bleed ok (4.25” x 10”)</i> |
| Add'l exhibitor badges | \$40 each | Single day use |
| Add'l GA Tickets | \$50 each | Single day use |

THANK YOU!

For additional beverage questions, please contact either:

Scherr Lillico, CEO / Fest Director

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or

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