



2017 LAWineFest Fact Sheet

Year Founded: 2005. Now celebrating our 12th anniversary.

Founder & CEO: Dr. Joel Fisher.

Location: The ROW DTLA 777 S. Alameda St. Los Angeles, CA 90021 Located next to LA's walkable Arts District. *First known as the LA terminal Market, ROW DTLA was built from 1917 to 1923 Along the Southern Pacific Railroad, and continues to be a major hub for the distribution of produce across the region.*

Web Site: www.lawinefest.com

Social Media:

- Facebook: [Facebook.com/LAWineFest](https://www.facebook.com/LAWineFest)
- Twitter: [@LAWineFest](https://twitter.com/LAWineFest)
- Instagram: [LAWineFest](https://www.instagram.com/LAWineFest)

Number of Attendees: In 2016, ~3200 attendees.

Dates/Hours:

- Saturday, June 17. Trade-Only: 1pm-2pm. General admission: 2pm-6pm
- Sunday, June 18. General admission: 1pm-5pm

Media must apply at www.lawinefest.com, and are welcome to attend at any time.

Invited Exhibitors: Wineries, artisan breweries, and artisan/gourmet 'lifestyle' exhibitors.

Please visit Exhibitors webpage for continually updated list. <http://www.lawinefest.com/2017-exhibitors/>

Tickets: At-door: \$90/Single General Admission; \$125 All Access to include Boutique Winery tasting, only 400 of these tickets available per day); \$25 designated driver.

Tickets available at <https://www.seetickets.us/event/12th-Annual-LAWineFest/343033>

Tickets cover admission, tastings, commemorative glass, event program, complimentary Icelandic Glacial water, Pasquini coffee and La Brea Bakery bread, plus vendor samples. Exhibitor products will be available for sale at the event, as well as food from our city's interesting food trucks curated by Smorgasburg LA.

Getting There:

Parking: 10-story, 5,000-car parking garage on the southern edge of the property. Rates posted. 2 hours free parking on Sunday.

Lyft & Uber: ROW DTLA has a designated drop-off & pick-up lane inside the complex.

Metro: See <https://www.metro.net/riding/trip-planner/>

Notable Event Features: LAWineFest is excited to continue its highly popular All Access Pass for Boutique Wine Tasting, which has tightly limited admission each day to allow these emerging gems with limited annual inventory to be enjoyed and discovered. Wineries and other alcoholic beverage exhibitors be doing online sales and wine-club sign-ups, and

non-alcoholic exhibitors will be selling their wares directly at the event. Smorgasburg LA is curating the event's food trucks.

Event Sponsors: ROW DTLA, Los Angeles Magazine, Tossware, Icelandic Glacial and more. See <http://www.lawinefest.com/2017-sponsors/> for full list.

Charitable Beneficiary: Sunshine Kids Foundation.

About LAWineFest: L.A.'s largest and longest-running consumer wine tasting event, LAWineFest aims to make the world of wine fun and accessible for Angelenos. Founded in 2005 by renowned wine personality Dr. Joel M. Fisher, LAWineFest became a family business when daughter Sara Fisher Chapin began running the company in 2012. LAWineFest proudly supports local organizations while serving as the Southland's signature celebration of wine.