



## 2017 LAWineFest Fact Sheet

**Year Founded:** 2005. Now celebrating our 12<sup>th</sup> anniversary.

**Founder & CEO:** Dr. Joel Fisher.

**Location:** ROW DTLA 777 Alameda St. Los Angeles, CA 90021. ROW DTLA is one of the largest adaptive projects in downtown, on the edge of the Arts District. The perfect 'industrial chic', we're on Market Row, a lane surrounded by buildings built by Southern Pacific Railroad between 1917-1923. Taps into DTLA's thriving social scene and growing residential population

**Web Site:** [www.lawinefest.com](http://www.lawinefest.com)

### **Social Media:**

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

**Number of Attendees:** In 2016, ~3200 attendees.

### **Dates/Hours:**

- Saturday, June 17. Trade-Only: 1pm-2pm. General admission: 2pm-6pm
- Sunday, June 26. General admission: 1pm-5pm

Media must apply at [www.lawinefest.com](http://www.lawinefest.com), and are welcome to attend at any time.

**Invited Exhibitors:** Wineries, breweries, and artisan/gourmet 'lifestyle' exhibitors. Please visit Exhibitors webpage for continually updated list.

**Tickets:** At-door: \$90/Single General Admission; \$120/single All-Access Admission, which includes Boutique Winery sections, only 400 of these Universal tickets available per day); \$25 designated driver.

Tickets available at <https://www.seetickets.us/event/12th-Annual-LAWineFest/343033>. Tickets include admission, tastings, commemorative glass, event program, complimentary Icelandic Glacial water, Pasquini coffee and La Brea Bakery bread, plus vendor samples, and live music.

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:**

- ROW DTLA has an easy designated Lyft/Uber pick-up and drop-off lane.
- Metro: Take Red line to 7th Street/Metro Center or Purple line to Pershing Square. Then jump on one of these buses: 53/18/60.
- On-site pay parking garage. Parking rates vary by day & duration. We strongly recommend carpooling with someone who has a Designated Driver event pass.

**Notable Event Features:** LAWineFest is excited to continue its highly popular Boutique Winery section, which has tightly limited admission each day to allow these emerging gems with limited annual inventory to be enjoyed and discovered. The LAWineFest Popular Choice Awards is entering its third year. Wineries will be doing online sales and wine-club sign-ups, and non-wine exhibitors will be selling their wares directly at the event. **Smorgasburg LA** is curating food trucks.

**Event Sponsors:** Los Angeles Magazine, Tossware, Icelandic Glacial, Pasquini Coffee, La Brea Bakery, and more. See [www.lawinefest.com](http://www.lawinefest.com) 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 proudly supports local organizations while serving as the Southland's signature celebration of wine.