



AN EXPLORATION OF TASTE

Presented by LA**Wine**Fest, LLC

and
OMNI  **RESORTS**
rancho las palmas

2023 BEVERAGE INFORMATION

OMNI  **RESORTS**
rancho las palmas

Saturday, October 28th, 2023
1pm – 5pm

Sunday, October 29th, 2023
12pm – 4pm

www.desertwinefest.com

OMNI® RESORTS

rancho las palmas

Enjoy a relaxing oasis with a Omni Rancho Las Palmas Resort & Spa in Rancho Mirage, California. Let the relaxed desert backdrop of mountains and palm trees at lifestyle transcend the hustles and bustles of life the second you step foot onto the property.



The 2023 Desert WineFest will be held on the beautiful 5th Fairway and 5th / 6th Greens at the Resort - palm tree-lined fairways, surrounded by amazing views of the San Jacinto and San Bernardino mountains.

THE VIP TERRACE

As we introduce hundreds of wines to the Desert Community, we are excited to offer a VIP experience at the 2023 Desert WineFest. When an attendee purchases this special ticket, they will be treated to a baker's dozen of Boutique wines (limited production - under 2500 cases annually), along with a few very high-end wines from Napa and other growing regions. Take a break from the general area, and relax at a table covered with a market umbrella to break the desert sun, and enjoy an assortment of tasty nibbles from local food purveyors with your special wine tastes.



Sponsorship of this VIP Experience is encouraged - by hosting/presenting the overall experience, or by becoming one of our food or gift purveyors. Please contact the Fest Director, Scherr Lillico, at 818-994-4661 - Scherr@LAWneFest.com - to discuss opportunities.

Limited to a maximum of 500 tickets.

2023 DESERT WINEFEST THE INAGURAL YEAR

VIBRANT LOCATION

Centrally located
between Palm Springs
and Palm Desert with
lots of parking and
public transportation.

CROWD

Estimating 4,000 – 5,000
attendees over the
weekend. Diverse
crowd, strong millennial
presence
- proven purchasing
power.



LIFESTYLE EXHIBITORS

Carefully curated artisan
goods & gourmet goodies
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.

TASTINGS

Tastings of hundreds of Wines, Artisan Brews and Ciders.
Boutique wines (limited production) and internationally distributed brands
represented.

Online sales of products & club memberships allowed and encouraged.

THE AUDIENCE

A *DESIRABLE CROWD*



DEMOGRAPHICS

- Age Range: 21-80
- 52.4% Female / 47.6% Male
- HHI: \$95K - \$500K
- 73% College Educated
- 68% are from Riverside County
- 32% are from Los Angeles, Orange County, San Diego, and beyond
- 59.5% consume alcohol at least 2-5 times per month and purchase wine regularly



PSYCHOGRAPHICS

- Pride on being “in the know”
- Travel a few times a year
- Love to shop, dine & go out
- Entertain at home
- Environmentally conscious
- Socially sound and health conscious



Desert WINEFEST™

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Photos provided by LA WineFest, LLC





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EVENT MEDIA EXPOSURE

From LAWineFest , LLC



LONG BEACH POST



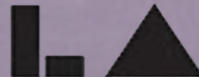
Los Angeles Times



LA WEEKLY



KOST
103.5 FM



CURRENT AND PAST SPONSORS

****From LAWineFest , LLC****



Beverly Hills BMW
A Sonic Automotive Dealership



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MAGAZINE
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ROBERT MONDAVI
DISCOVERWINE



SUBZERO

WOLF

Carnegie
VENETIAN PALAZZO

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LA FAMIGLIA
DEL GROSSO
ULTRA-POURED PASTA SAUCE

CAMBOZOLA

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MAYA
A DOUBLETREE BY HILTON

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HYDRATION[®]

★
S.PELLEGRINO


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DeLonghi
Better Everyday

PEERLESS
COFFEE & TEA


FRONTIER

DEFENDER

RIEDEL
THE WINE GLASS COMPANY 

LA BREA

BAKERY

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AMARO
MONTENEGRO
— 1885 —

STELLA ★ **ARTOIS**

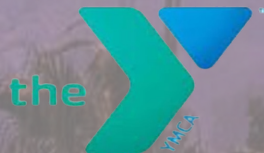
Purely
SEDONA[®]
ARTESIAN SPRING WATER

Desert
WINEFEST
AN ASSOCIATION OF FINE
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Rancho Las Palmas

CHARITY BENEFICIARY

****From LAWineFest , LLC****

Desert WineFest will donate a portion of the event proceeds
to one or two hand-picked charities.
Our 2023 charity beneficiary is the Desert Cancer Foundation.



REGISTRATION RATES

Deadline/Registration & Payment Schedule	Basic	Premium*	Boutique / VIP**
Fast Reflexes Registration (by 7/10/23)	\$150	\$250	\$100
Early-Bird Registration (by 8/15/23)	\$200	\$275	\$150
Standard Registration (by 9/30/23)	\$250	\$325	\$200
2021-2023 Return Loyalty Discount	10%	10%	10%

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 | Table signage | Ice & spit buckets | Fresh ice | listing in program & website | Table support – get spelled by volunteers versed in wine knowledge | General support – to help with load-in/out, keep area clean & ice fresh | 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. Choices will be presented based on availability – a few weeks prior to Fest date.

****Boutique / VIP Wineries** – IN A DEDICATED VIP TERRACE SPACE: Defined as annual production at/under 2500 cases. (Production will be verified.) Admission capped at 500 people/day and will also include tasty food samples and some seating. Limited spaces available.

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)	\$100 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 Bleed ok (4.25” x 10”)
Add'l exhibitor badges	\$40 each	Single day use
Add'l GA Tickets	\$40 each	Single day use

ABOUT DESERT WINEFEST

LAWineFest celebrated it's 18th anniversary in June 2023. 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. It is also with great excitement that we announce the 1st annual Desert WineFest taking place in beautiful Rancho Mirage, CA.

LAWineFest was founded in 2005 by Joel M. Fisher, PhD after his many years of traveling, writing and educating the public about wine. In 2020 Dr. Fisher passed the reigns of the LAWineFest to Scherr Lillico who had served as Fest Director for the previous 10 years. During that time LAWineFest produced the main event each year in various Los Angeles and Hollywood locations, in addition to other Fests in Southern California including the Santa Clarita, the OC, and now Long Beach since 2019. Ms. Lillico continues to carry on Dr. Fisher's dream of introducing wines of the world to the general public - one taste at a time - and the Desert WineFest is the next step in that expansion.

Desert WineFest is inviting sponsors, wineries, exhibitors, craft brews and lifestyle exhibitors to join us in beautiful Rancho Mirage in late October - a time when the Coachella Valley also welcomes hundreds of thousands of snowbird visitors. Tickets will go on sale starting July 1st, 2023. Over the two-day Fest, attendees will be able to taste hundreds of wines and craft brews; sample cheeses, breads and coffees; shop at delectable food trucks, restaurants and assorted artisan and gourmet exhibitors, all while enjoying a sunny day with live music and games galore. Guests will also have the option of participating in the VIP Terrace / Boutique Garden which will feature limited production and higher end wines, along with tasty tidbits to enjoy in a more secluded setting.

We look forward to your participation.

*For additional exhibitor information,
please contact:*

Scherr Lillico, CEO/Fest Director

818-994-4661

scherr@LAWineFest.com

Chris Contopulos, Fest Coordinator

818-994-4661

office@LAWineFest.com

www.desertwinefest.com

