

**IAMLA**  
ITALIAN AMERICAN MUSEUM OF LOS ANGELES

PRESENTS THE  
**6TH ANNUAL**



# Taste of Italy

Los Angeles' Premier Cultural-Gastronomic Event

October 11, 2014

HISTORIC LITTLE ITALY • DOWNTOWN LOS ANGELES



**INFORMATION FOR RESTAURANT AND FOOD PURVEYORS**

# ABOUT TASTE OF ITALY



*Taste of Italy's charming, historic location*



*Legendary Chef Celestino Drago*

**Taste of Italy** is Los Angeles' premier cultural-gastronomic event, featuring award-winning restaurants and wineries, with fantastic music and entertainment in a spectacular setting. The exciting event takes place on **October 11, 2014** in downtown Los Angeles.

Taste of Italy is presented by and in support of the **Italian American Museum of Los Angeles**, a 501 c (3) non-profit organization. For additional information about the IAMLA, please refer to page 8, or visit [www.italianhall.org](http://www.italianhall.org).

## **TASTE OF ITALY 2014 OVERVIEW:**

**When:** October 11, 2014

**Where:** 424 North Main Street, Los Angeles, 90012. Taste of Italy takes place at the 1869 Pico House and its charming cobblestone plaza, in the heart of L.A.'s historic little Italy, downtown Los Angeles.

**Demographics:** The event draws a diverse group of over 2,000 attendees, most of whom are educated professionals, interested in food, travel, lifestyle goods and fine living. Over 65% of the attendees are between the ages of 21 and 55, and over 35% earn an excess of \$250,000 annually.

**Highlights:** Dozens of the region's best Italian and Italian American restaurants, many of which have won Italy's highest culinary honor, as well as celebrated chefs, wineries, live entertainment, demonstrations, dignitaries and celebrities.

**Media Coverage:** KTLA-TV in Los Angeles and 100.3 The Sound were the event's official media sponsors in 2013. Taste of Italy received extensive coverage from media outlets including KABC-TV, Los Angeles Times, Los Angeles Magazine, and dozens of others.

# TASTE OF ITALY OVERVIEW

**DATE:** SATURDAY, OCTOBER 11, 2014  
**TIME:** 5-10 PM  
**LOCATION:** 424 NORTH MAIN STREET  
LOS ANGELES, 90012  
**EXPECTED ATTENDANCE:** 2,500+

**Cost to Participate:** \$200

**What we provide:** Two, 8' rectangular tables, two table cloths, a 16" x 19" sign for your booth, a 10' x 10' canopy (if you are outside), plates, forks, napkins, serving utensils, two folding chairs, ice (as needed), a hand wash station and paper towels, health and fire department permits and a ticket box.

**What you provide:** Food, staff to serve food, fire extinguisher, all appliances to maintain proper food temperature – i.e. coolers, chafing dishes, etc.

**How it works:** For each “taste” you provide, guests will give you a ticket, which you collect in the provided box. You will receive reimbursement for 50% of the value of each ticket. You can also choose to donate a larger percentage of your profits or all of your profits to the IAMLA.

**How much is each ticket worth?\*** Each ticket is worth \$3. For every ticket you collect, you will receive 50%, or \$1.50. For example, if you collect 3000 tickets, you will receive \$4,500.

**How much food constitutes a “taste”?** A taste is 3-4 bites, for instance, half a scoop of gelato or a 3”x3” piece of pizza. The amount of food you give for each taste **MUST** fit within the circle on the right. **Please communicate this information to the staff that will be serving the food.**

**What do the tickets look like?** The ticket you will collect is pictured to the right. **This is the ONLY ticket** you may collect and the **ONLY ticket for which you will receive compensation.** If you provide food for other types of tickets you will not receive compensation. **You may NOT accept cash** or other payment methods. **You may not provide “free” samples.** Any establishment



observed doing either of the above will not receive compensation for their tickets.

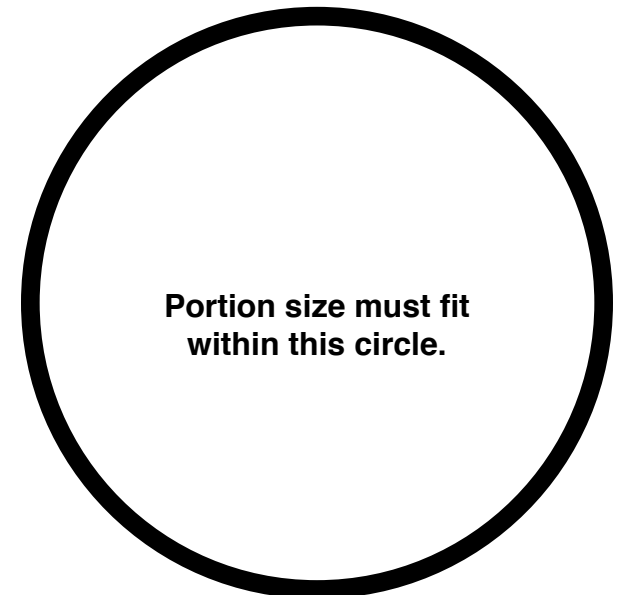
**Additional information:** Upon the IAMLA's receipt of your completed confirmation package, including the commitment form (page 4) and hold harmless agreement (page 5), insurance certificate, a copy of your health department permit, logo, and gastromercato form (optional) you will receive additional information about the event, including load-in time, parking, etc.

**Your space will be only reserved after the IAMLA receives all of the above documents.** Taste of Italy sold out in 2013 and there was a wait list for restaurants and other food and beverage participants. **Remit your documents early to ensure your participate and maximize your establishment's exposure. Commitments to participation are due by August 1, 2014.**

**Return the required documents to:**

The Italian American Museum  
of Los Angeles  
125 Paseo de la Plaza Suite 406  
Los Angeles, CA 90012

Please contact  
(213) 485-8432 with any  
questions you may have.





# TASTE OF ITALY 2014 COMMITMENT FORM

Yes, I wish to participate in Taste of Italy 2014.

Name of Restaurant/Business: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Name of staff responsible for coordination of event and contact information, if different from above:

\_\_\_\_\_

My restaurant will be bringing the following items:

(List up to four items with brief descriptions on the lines below. This helps us avoid duplication.)

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

4. \_\_\_\_\_

Your branding is IMPORTANT as your participation.

☐ I am enclosing a CD containing my restaurant's logo as a high-resolution (300 dpi) vector, jpeg, PDF or TIF file.

☐ I will be sending my restaurant's logo as a high-resolution (300 dpi) vector, jpeg, PDF or TIF file to [info@italianhall.org](mailto:info@italianhall.org)

☐ I do not have a copy of my logo but enclosing a business card with logo to scan for a \$25.00 fee.

Deadline for all logo art work is August 1, 2014. Logos submitted after deadline may not be used on pre-event printed matter but will be on signage at event.

# TASTE OF ITALY LOS ANGELES HOLD-HARMLESS AND INSURANCE AGREEMENT

I/we agree to participate in the "Taste of Italy Los Angeles" and will abide by the terms and conditions set forth by the Historic Italian Hall Foundation/Italian American Museum of Los Angeles, the Los Angeles City Fire Department, the Los Angeles County Health Department and any other governing organizations making requirements governing Taste of Italy Los Angeles. I agree to leave my assigned area in a clean, undamaged condition at the conclusion of the event. I further agree to provide a certificate of general liability insurance in a minimum of \$1,000,000 General Aggregate, \$1,000,000 Each Occurrence \$1,000,000 Products/Completed Operations naming the Historic Italian Hall Foundation/Italian American Museum of Los Angeles as an additional insured.

By: \_\_\_\_\_ Title: \_\_\_\_\_

Date: \_\_\_\_\_

In consideration of my/our participation in Taste of Italy Los Angeles, I/we \_\_\_\_\_

\_\_\_\_\_ (print names) hold harmless and indemnify the Historic Italian Hall Foundation and the Italian American Museum of Los Angeles, its Officers, Agents, Employees and Volunteers for all and any claims of loss, cost, expense, injury, damage or liability incurred by reason of any personal injury, property damage and Worker's Compensation sustained by any person, caused or resulting from this event.

Name: (individual) \_\_\_\_\_

Name: (of company, if applicable) \_\_\_\_\_

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

As explained on page 3, vendors will receive 50% of the proceeds from their booth. Vendors may also elect to donate a larger percentage of their proceeds to the IAMLA. Please select one:

☐ I wish to receive 50% of the proceeds that my booth collects, OR ☐ I wish to donate \_\_\_\_% of the proceeds from my booth to the museum.

# TASTE OF ITALY 2013

## SPONSORS:



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*Newport Italian*

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U B E R

## CULINARY PARTICIPANTS:

Academia Barilla  
Aldi Estate Imports  
Associazione Verace Pizza Napoletana  
Aventine Trattoria  
Bulgarini Gelato  
Caffe Bellagio  
Caffe Firenze  
Caffe Roma  
Cantina Pizzolato  
Casa Torelli Imports  
Celestino  
D'Aquino Imports  
Del Grosso Foods  
Di Stefano Cheese  
Drago Centro  
Dolce Cilento Meloncello  
Eatalian Café  
Fasoli Gino  
Ferrarelle Water  
Ferrarini  
Frankie's Biscotti  
Giornata Wines  
Grando Cioccolato  
GROM Gelato  
Il Fornaio Beverly Hills  
Il Fornaio Pasadena  
Italian Magic Olives  
Joia All Natural Soda  
Le Vigne Winery  
Lombardi's Gourmet  
Locanda del Lago  
Maestro Sausage  
My Vienna Gelato

North American Sommelier Association  
Nonna of Italy  
Nuova Capellatta  
Obiká Mozzarella Bar  
Olive Oil and Beyond  
Osteria Drago  
Palermo Ristorante Italiano  
Pasquini Espresso  
Perla Nera  
Perlage Bio Bollicine  
Peroni Beer  
Perricone Juice  
Pizzeria Il Fico  
Rastarita  
Rosa D'Oro Winery  
San Antonio Winery  
Sunland Vintage Cellars  
Tenuta de Ferragamo  
Terravino  
The Organic Cellar  
Toscanova  
Total Wine and More  
Trattoria Neapolis  
Trusela's  
Ventura Limoncello  
Wine Bee



*Obiká Mozzarella Bar*



*Top Chef Fabio Viviani demonstrates the art of making gnocchi.*



*Taste of Italy featured on the KTLA Morning News.*



*San Antonio Winery pouring one of the 100+ wines featured at Taste of Italy.*

# MEDIA

## 2013 MEDIA COVERAGE:

### Television

**KTLA (Official Media Sponsor)**

NBC

ABC

CBS

### Newspapers

L.A. Times

L.A. Variety

Daily News

Daily Breeze

L.A. Weekly

Downtown News

Larchmont Chronicle

Los Feliz Ledger

Culver City News

Pasadena Star News

L'Italo Americano

Orange County Register

Malibu Times

America Oggi

Topanga Messenger

Culver City Observer

San Bernadino Sun

Press Telegram

### Magazines

Los Angeles Magazine

Westways

É Italia Magazine

Orange County Magazine

### Radio

**100.3 The Sound**

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KOST 103.5

Clear Channel

KCRW

Hot 92.3

KPFK

### Blogs/Web

Associated Press

Huffington Post

Luxury Lifestyle

Experience L.A.

LAist

Weekend Foodie

Performing Arts Live

L.A. Observed

Santa Monica Daily Press

Eater L.A.

Eating L.A.

Squid Ink

Swagger L.A.

L.A. Inc.

Glass of Win

The Examiner

Experience L.A.

The Dish

Patch.com

Viva L.A. Foodies

xploreLA.com

Topix.com

Neon Tommy

Los Angeles Informer

Blog Downtown

View From a Loft

EyeSpy L.A.

LA.com

Unemployed Eater

ZVents

Todd Rick Allen

OrangeCounty.com

Cake and Heels

Ganzo

We The Italians

L.A. Foodie

Gourmet Pigs

One More Bite

E\*Star L.A.

\*2013 sponsors  
received an excess of  
\$75,000 in advertising.





## ABOUT THE ITALIAN AMERICAN MUSEUM OF LOS ANGELES (IAMLA)



*The Italian Hall, home to the IAMLA,  
as it appeared in 1917.*



*Exterior view of the IAMLA post-restoration*



*IAMLA permanent exhibition wing*

The Italian American Museum of Los Angeles (IAMLA) is located in the Italian Hall, a building constructed in 1908 in what was the heart of Los Angeles' Italian enclave. The Italian Hall served as the community's focal point until the 1950's, hosting countless social and cultural events. Steps away from the Los Angeles Civic Center and L.A. Live, the Italian Hall is the oldest remaining structure from the city's historic little Italy, and is listed on the National Register of Historic Places.

The mission of the Italian American Museum of Los Angeles is to foster understanding of Southern California's diverse heritage through research, historic preservation, exhibitions and educational programs that examine the history and continuing contributions of Italian Americans in multi-ethnic Los Angeles and the United States. The Italian American Museum of Los Angeles (IAMLA) will be a 21st century, interactive museum that documents the history and contributions of Italian Americans and Italians to Southern California and the nation. The Museum will feature exhibitions and will present a variety of cultural-educational programming and events. Each year, the IAMLA will welcome 2 million visitors, including 300,000 students, from all over the world.

The Italian American Museum of Los Angeles is a charitable organization qualified under Section 501 (c)3 of the IRS code and your contribution is tax-deductible.

**(213) 485-8432 [www.italianhall.org](http://www.italianhall.org)**





# TASTE OF ITALY 2014 GASTROMERCATO PARTICIPATION FORM

Deadline for Gastromercato Participation Form is September 1, 2014

[illegible]