

**IAMLA**

ITALIAN AMERICAN MUSEUM OF LOS ANGELES

PRESENTS

**5TH ANNUAL**

 **Taste of  
Italy**

Los Angeles' Premier Cultural-Gastronomic Event

October 12, 2013

HISTORIC LITTLE ITALY • DOWNTOWN LOS ANGELES



**INFORMATION FOR RESTAURANT AND FOOD PURVEYORS**

# 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 12, 2013** 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. Don Attore, of Attore & Associates is the 2013 Event Chair. For additional information about the IAMLA, please refer to page 7, or visit [www.italianhall.org](http://www.italianhall.org).

## **TASTE OF ITALY 2012 OVERVIEW:**

**When:** October 12, 2013

**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 2,500 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 \$150,000 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 was the event's official media sponsor in 2012. Taste of Italy received extensive coverage from media outlets including KABC-TV, KCRW, KOST, L.A. Variety, Westways Magazine and dozens of others.

# TASTE OF ITALY OVERVIEW

**DATE: SATURDAY, OCTOBER 12, 2013**  
**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.**

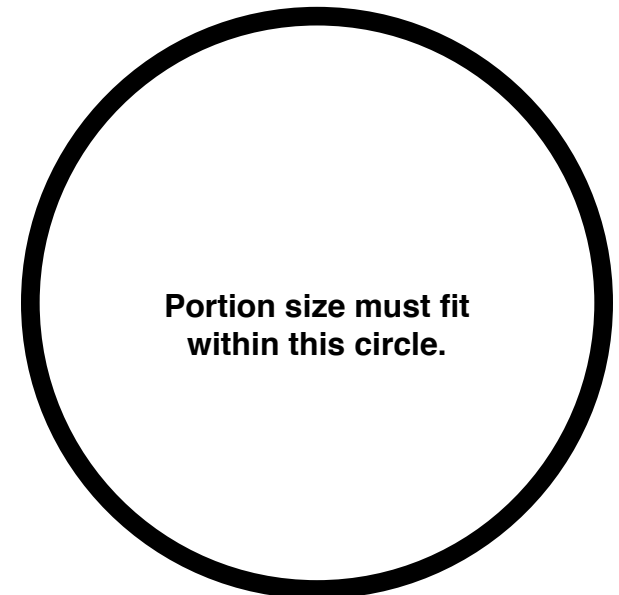
**Additional information:** Upon the IAMLA’s receipt of your completed confirmation package, including the commitment form (page 3) and hold harmless agreement (page 4), insurance certificate, a copy of your health

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 2012 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, 2013.**

**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 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: \_\_\_\_\_

# TASTE OF ITALY 2013 COMMITMENT FORM

Yes, I wish to participate in Taste of Italy 2013.

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, 2013. Logos submitted after deadline may not be used on pre-event printed matter but will be on signage at event.

# TASTE OF ITALY 2012

## SPONSORS:



The Renaissance Group



James & Josephine Mahoney



Roger C. VITTI

LENO & PAUL SISLIN



## CULINARY PARTICIPANTS:

- Academia Barilla
- Associazione Verace Pizza Napoletana
- Big Nick's Pizza
- Buonissimi Biscotti
- Bulgarini Gelato
- Caffe Bellagio
- Caffe Roma
- Carmela Ice Cream
- Casa Torelli Imports
- Claro's Italian Markets
- Coffee Brothers
- D'Aquino Imports
- Del Grosso Foods
- Domenico's Foods
- Domodimonti Winery
- Drago Centro
- Ferrarelle Water
- Ferrarini
- Food Alchemy
- Federico's Bakery
- Frankie's Biscotti
- Grando Cioccolato
- GROM Gelato
- Il Fornaio Beverly Hills
- Il Fornaio Pasadena
- Il Grano Ristorante
- Italian Magic Olives
- La Bottega di Marino
- Le Vigne Winery
- Locanda del Lago
- Locanda Positano
- Maestro Sausage
- Marino Restaurant
- Miscela D'Oro Coffee
- My Vienna Gelato
- Nonna's Kitchenette
- Obiká Mozzarella Bar
- Olive Oil and Beyond
- Osteria Drago
- Palermo Ristorante Italiano
- Palmina Winery
- Pasquini Espresso
- Pastina Trattoria
- Peroni Beer
- Perricone Juice
- Ralph's Market
- Rastarita
- Rocco's Italian Market & Deli
- San Antonio Winery
- Secco Italian Bubbles
- Southbay Italian Ice
- Sunland Vintage Cellars
- That's A Nice!
- Toscanova
- Ventura Limoncello
- Viansa Winery
- Village Pizzeria



2012 Sponsor - FIAT



Italy's best selling reggae band - Mama Marjas



Pizza Verace



Federico's Bakery

# MEDIA

## 2012 MEDIA COVERAGE:



*Taste of Italy featured on KTLA, Southern California's most watched news broadcast*



*Award-winning Ventura Limoncello*



*Gastronomic delights by Claro's Italian Markets*

### Television

#### KTLA (Official Media Sponsor)

NBC  
ABC  
CBS

### Newspapers

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  
Il Corriere  
Orange County Register

### Magazines

Westways  
É Italia Magazine  
Orange County Magazine  
Viv  
Sunshine Magazine

### Radio

KOST 103.5  
Clear Channel  
KCRW  
Indy 103.1  
Hot 92.3  
My FM 104.3

### 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.  
Squid Ink  
Swagger L.A.  
L.A. Inc.  
The Examiner  
Experience L.A.  
The Dish  
La Vita Fresca

### Performing Arts Live

Patch.com  
xploreLA.com  
Topix.com  
Neon Tommy  
(Annenburg Digital  
News-USC)  
Los Angeles Informer  
Las Vegas Informer  
Blog Downtown  
View From a Loft  
Eye Spy L.A.  
LA.com  
Unemployed Eater  
ZVents  
Todd Rick Allen  
OrangeCounty.com  
Cake and Heels

\*2012 sponsors  
received an excess of  
\$75,000 in advertising.

# IAMLA

ITALIAN AMERICAN MUSEUM OF LOS ANGELES

## 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. Slated to open in 2014, 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)**



