



EXHIBITOR INSTRUCTIONS

Beachside Wine Festival

 **Saturday, July 18, 2026**

 **Event Time:** 12:00 PM – 4:00 PM

 **Location:** Chase Palm Park – Great Meadow
236 E. Cabrillo Blvd., Santa Barbara, CA

 **On-site Contact:** Emily | 805-886-5103



Meat Pick-up

- Friday, July 17, 8:00 AM–4:00 PM
- Jordano's Foodservice, 520 S. Patterson Ave., Santa Barbara
- Larry Fiscalini: (805) 680-8246

If you cannot pick up during that time, please let us know and we can make other arrangements.



Arrival & Unloading

Delivery Group: #1

Arrival Window: 7:30 AM – 9:30 AM

- If you must drive on to drop off your grill, **entry is only permitted via the crosswalk ramp at signal light between Garden Street and Calle César Chavez**
- Vehicles must be escorted onto the park by a California Wine Festival team member with hazard lights on at **5MPH – do not enter without and escort**
- Once unloaded, please exit **via the crosswalk ramp at signal light between Garden Street and Calle César Chavez and head to complimentary parking at Hilton – see below**



Parking

- **1 vehicle per vendor at Hilton Santa Barbara Beachfront Resort** (parking permit provided onsite)
 - Continue east ¼ mile to Calle Cesar Chavez.
 - Turn left onto Calle Cesar Chavez.
 - Hilton parking lot entrance is immediately on the right.
 - Park near the Calle Cesar Chavez entrance (marked by cones).
- Additional paid parking available at Palm & Garden Parking City Lot.



Check-In

- Pick up your **Exhibitor Wristbands** at registration
- Up to **6 staff members** allowed
- Wristbands are required for entry/exit



Booth Details

Each booth includes:

- 10' x 10' Canopied space
- (2) 8' draped tables (prep + serving)
- Ice tub (ice provided)
- Serving cups, napkins and forks/toothpicks to serve tri-tip samples to attendees
- Temporary handwashing station with soap and paper towels
- Trash cans
- Wine glasses
- Business sign (no additional signage needed)

✓ You may bring:

- Marketing materials (brochures, etc.)



No electricity unless pre-arranged



No walls for hanging signage

You will need to provide:

- Grill
- Fuel
- Cooler
- Utensils - Knives, Spatulas



Serving Guidelines

- Be **fully set up by 11:45 AM**
- VIP/Trade entry: **12:00 PM**
- General admission: **1:00 PM**

Attendance:



Estimated attendance: **~2500 guests**



Event Timing

Schedule:

- 7:30–9:30 Load In
- 9:30–12 Prep & Grilling
- 12:00 Serving Begins – VIP hour
- 1:00 General admission enter
- **3:00 Voting Ends**

- 3:30 Awards
- 4:00 Breakdown - **No early breakdowns**



Clean-Up

- Consolidate all trash in your booth area
- Staff will assist with trash, ice, and maintenance during the event

BBQ CONTEST RULES

1. The decision and interpretations of the CALWINE+BBQ Rules and Regulations are at the discretion of the CALWINE+BBQ Contest Representatives at the contest. Their decisions and interpretations are final to the extent consistent with the rules.
2. Each team shall consist of a chief cook and as many assistants as the chief cook deems necessary. A team shall not compete in more than one CALWINE+BBQ sanctioned contest under the same team name, on the same date. Chief cooks and/or assistant cooks may only cook for their designated team at the contest they are attending.
3. Each team will be assigned a cooking space. Pits, cookers, props, shall not exceed the boundaries of the team's assigned cooking space. Cooking of product shall be done within the assigned cooking space. Teams shall not share an assigned cooking space or cooking device.
4. Contestants shall provide all needed equipment, supplies and electricity, except as arranged for in advance. Contestants must adhere to all electrical, fire and other codes. A fire extinguisher shall be near all cooking devices.
5. It is the responsibility of the contestant to see that the team's assigned cooking space is clean and orderly following the contest. All fires must be put out, pits filled (if allowed by contest organizer), and all equipment removed from site. It is imperative that cleanup be thorough. Any team's assigned cooking space left in disarray or with loose trash, other than at trash containers, may disqualify the team from future CALWINE+BBQ participation events.
6. Fires shall be of wood, wood pellets, charcoal or Gas. Fires shall not be built on the ground. All cooking devices are subject to approval by CALWINE+BBQ, and must be provided by the team unless otherwise approved and arranged by CALWINE+BBQ and participating sponsors.
7. All competition Tri Tip will be provided by Jordano's and no other meat shall be used or brought to the competition. Each competitor will receive a case of peeled Tri Tip. The use of any Tri Tip other than provided by CALWINE+BBQ will result in disqualification from competition and may disqualify the team from future CALWINE+BBQ participation events.
8. Sauce is optional.
9. Garnish and sides are optional.
10. Ticket holder/attendees will each have one vote to submit into a box representing the BBQ Competitor they choose as the best. Attendees must submit their vote at voting booth. Competitors cannot collect votes from attendees and submit on their behalf. These votes will not be counted. Voting will end at 3pm and votes will be tallied and the winners will be announced at 3:30pm.
11. The following cleanliness and safety rules will apply:
 - A. No use of any tobacco products while handling meat.
 - B. Cleanliness of the cook, assistant cooks, cooking device(s) and the team's assigned cooking space is required.
 - C. Shirt and shoes are required to be worn.
 - D. Sanitizing of work area should be implemented with the use of a bleach/water rinse (one cap/gallon of water). Each contestant will provide a separate container for washing, rinsing and sanitizing of utensils.
 - E. First aid is not required to be provided by the contest, except at the election of the contest organizer.
 - F. Prior to cooking, meat must be maintained at 40° F or less.
 - G. After cooking, all meat: Must be held at 140° F or above OR Cooked meat shall be cooled as follows: Within 2 hours from 140° F to 70° F and within 4 hours from 70°F to 41°F or less
 - H. Meat that is cooked, properly cooled, and later reheated for hot holding and serving shall be reheated so that all parts of the food reach a temperature of at least 165° F for a minimum of 15 seconds.