



2025 CALIFORNIA WINE FESTIVAL EXHIBITOR INSTRUCTIONS

Beachside Wine Festival - Saturday, April 26, 12- 4pm

You are assigned to **DELIVERY GROUP #3**

Please arrive at the Festival site at **10:30am – 11:15am** to offload your wine, food and/or supplies.

**NEW LOCATION! Sea Terrace Community Park
Pacific Coast Hwy & Niguel Rd, Dana Point, CA 92629**

Questions: Call Emily: 805-886-5103 emily@californiawinefestival.com

EXHIBITOR INSTRUCTIONS

IMPORTANT: You are assigned **Delivery Time Group #3** - Please arrive for offloading **between 10:30 - 11:15am on Saturday, April 26, 2025**. Your promptness is appreciated!

We have staggered the arrival times for our exhibitors to alleviate congestion while offloading your supplies.

PLEASE ARRIVE AT THE DESIGNATED TIME ASSIGNED.

NEW Location: Our site is at **Sea Terrace Community Park at Pacific Coast Hwy & Niguel Rd, Dana Point, CA 92629**.

ARRIVAL/UNLOADING: SEE ATTACHED MAP

All vendors will enter Sea Terrace Community Park through Stonehill Drive. Please see attached map for directions. Please pull up to Sea Terrace Community Park and park your vehicle. Then volunteer off-loaders will assist you in taking your supplies out of your vehicle and to your booth. THEN GO TO THE REGISTRATION BOOTH TO CHECK IN.

Parking Options:

- Vendors will park in the gravel lots adjacent to Sea Terrace Community Park after unloading. **ONE CAR PER VENDOR ONLY**. Additional cars should park along Niguel Road or Stonehill Drive or Salt Creek Beach Parking Lot. **PARKING PERMITS WILL BE GIVEN ONSITE FOR ONE CAR ONLY. ONCE LOT IS FULL, VENDORS WILL BE DIRECTED TO SALT CREEK BEACH LOT.**

Check-In: Please check in at the EXHIBITOR REGISTRATION TABLES near offloading area. You and your assistants (**4 total**) will be given EXHIBITOR WRISTBANDS. You cannot enter/leave the venue without your wristband.

Your booth is: 10' x 10' canopied area, with a sign identifying your business. No other signs are necessary. Your booth contains: 1- 8' draped serving table, 1 dump bucket, water (for rinsing), bus tub (for ice provided), 1 chair and wine glasses for testing wines. There are no walls for hanging signs. You are welcome to bring brochures and other promotional materials.

Please be ready to serve by 11:45 am. 800 VIP/Press Trade are allowed in at 12pm, one hour before the general public (at 1pm). Electric power is not available (without prior arrangements).

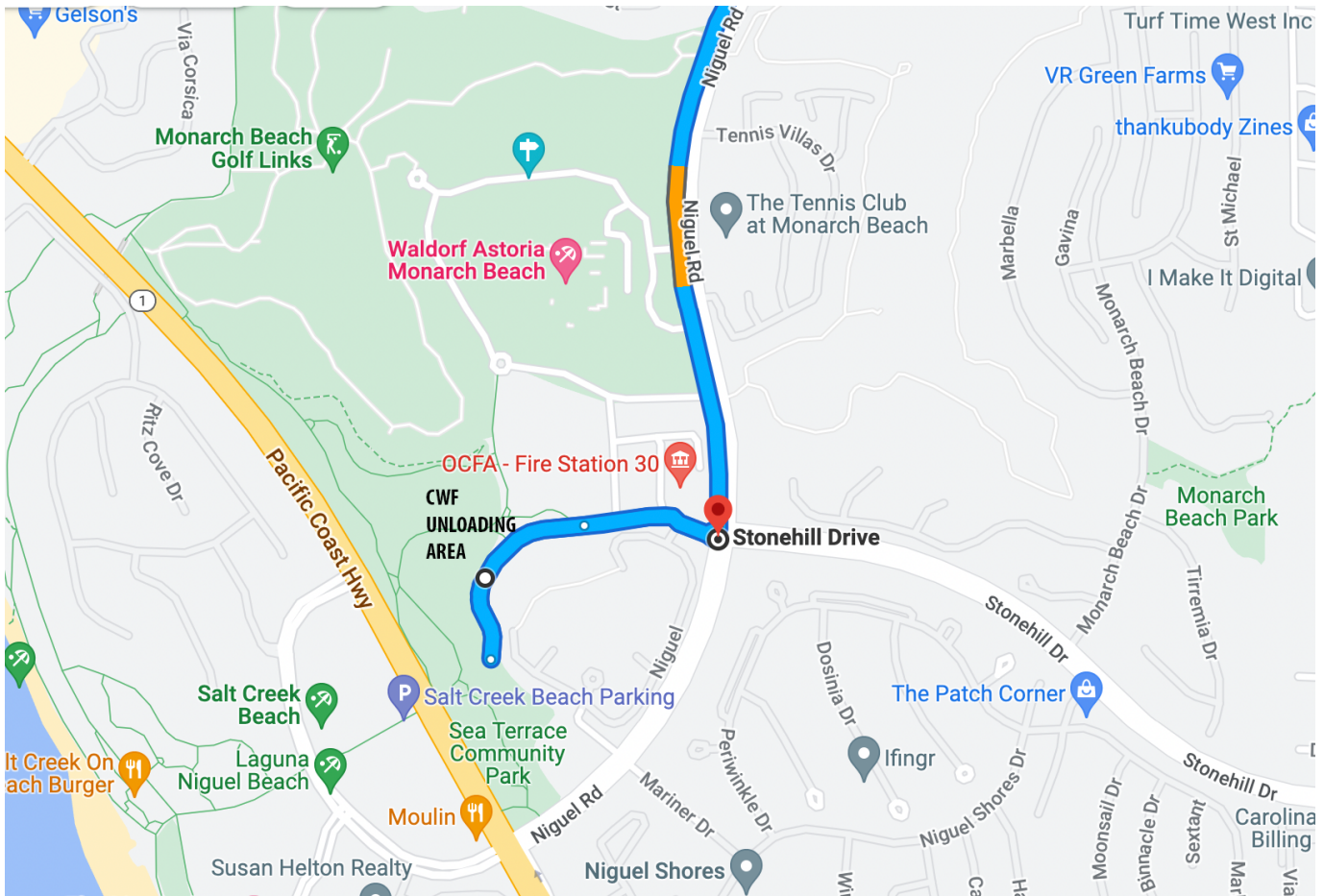
Wine Recommendations/Attendance – **We recommend 6-8 cases of wine for this event.** The event has sold out the past two years and we anticipate a sold out event again this year. Please keep pours to 1-2 ounces. We expect 2500 attendees at this event.

Please plan to serve until 4 pm. There will be booth supply attendants to supply ice, empty trash, dump buckets etc.

Booth tear down will commence shortly after we close at 4 pm. **No early departures please!**

PLEASE PICK UP ALL CORKS, BOTTLES AND DEBRIS IN YOUR BOOTH AREA

**VENDOR UNLOADING DIRECTIONS TO SEA TERRACE COMMUNITY PARK
ENTRANCE FOR VENDORS ON STONEHILL DRIVE**



DIRECTIONS:

From the North

- Keep left to stay on CA-73 S
- Take exit 3 toward Moulton Pkwy
- Keep left at the fork to continue toward Moulton Pkwy
- Keep right at the fork, follow signs for Moulton Pkwy
- Use any lane to turn right onto Moulton Pkwy
- Turn right onto Crown Valley Pkwy
- Use the left 2 lanes to turn left onto Niguel Rd
- Turn right onto Stonehill Dr

From the South

- I-5 N
- Take exit 79 to merge onto CA-1 N/E Pacific Coast Hwy
- Continue on CA-1 N/E Pacific Coast Hwy
- Turn right onto Golden Lantern
- Turn left onto Stonehill Dr