

# PARTICIPANTS



**EAST LA MEETS NAPA**



AltaMed  
FOOD and WINE FESTIVAL



**OC MEETS NAPA**





## Our history

For 50 years, AltaMed Health Services has been delivering quality care to eliminate disparities in health care access and outcomes in Southern California underserved communities.

Formerly known as the East Los Angeles Barrio Free Clinic, AltaMed is now a 501(c)3 nonprofit organization and one of the largest independent Federally Qualified Health Centers (FQHC) in California with over 40 delivery sites in Los Angeles and Orange counties.

AltaMed serves over 300,000 patients and completes more than 1 million patient visits yearly.

## Our future

AltaMed believes access to quality health care is vital in building strong, healthy communities. As AltaMed continues to learn and grow, we are delivering patient-focused quality health care that is vital now, more than ever.

With continued hard work and help from committed partners like you, AltaMed will provide lifesaving health care services to underserved communities that may not otherwise receive the care they deserve.

Thank you for your support!





We received the letter below from a grateful AltaMed patient. It showcases AltaMed's commitment to *Quality Care Without Exception*. Thanks to your support, AltaMed continues to be able to provide quality care and services to patients like this.

Hedyeh,

I want to take this time to appreciate the good that you, and the people in the pediatric clinic at Childrens' Hospital, have done for our family.

Our two children, Lily and Ruben, were adopted at an early age and they have known no other medical care but what they have received at AltaMed. Even if, we had the money to afford them the best care available, they could not have received more competent and thoughtful care then they have here.

How many adolescents can say that they have the same doctor they had as a baby? The person who knows them well enough to be concerned when changes occur that seem out of the ordinary? Our kids trust and know their pediatricians (and much of the support staff) because they have grown up with them. And these doctors know our children, inside and out.

We are not the exceptions. This is, certainly, not the care that one expects for free. But this level of care

and kindness is there for everyone, regardless of background, medical condition, and ability to write thank you letters such as this. So I am going to presume the right to speak on behalf of many of those people who don't have the time or mechanisms to send you letters.

These are lousy times in our country for basic rights, such as healthcare. So I wish to say, on behalf of many families, we are grateful to you for the lives of our children, which you have cherished and nourished and protected.

Now, it is our turn to support you in whatever way we can to insure that the rights and benefits of all children who walk into your clinic are never curtailed or dismissed.

Thank you.



# East LA Meets Napa

Friday, July 26, 2019

L.A. Live, Los Angeles

7:00 - 10:00 PM

Pairing gourmet cuisine with fine wines, East LA Meets Napa is a unique event that celebrates the richness of Latin food and the success of Latino-owned vineyards in California. In 2019, East LA Meets Napa will take us on a wine tasting journey stretching from the famed Napa Valley through Latin America, including wine regions of Mexico and Argentina; an exploration of wines showcasing and honoring the roots of vintners and their families.

Set in the heart of Downtown Los Angeles, the food and wine festival is the perfect evening backdrop to celebrate with friends, family, co-workers and clients. The event sells out early with over 2,000 patrons in attendance.

Live entertainment will grace the stage while patrons enjoy tastings from over 80 top LA restaurants and premium wineries, presented by world-renowned celebrity chefs and vintners.

## Sponsor Visibility and Recognition

Now in its fourteenth year, East LA Meets Napa has grown into the largest Latino wine and epicurean classic on the West Coast and is a signature event in Los Angeles. It is attended by many of Southern California's top business and community leaders representing financial, health, retail, entertainment, corporate and political sectors.

In addition to increasing your company's profile among this key demographic, the event is perfect for networking opportunities and client engagement amidst the backdrop of Downtown LA.





[altamedfoodwine.org](http://altamedfoodwine.org)

[@altamedfoodwine](https://twitter.com/altamedfoodwine)

## OC Meets Napa

Saturday, July 27, 2019

Mission San Juan Capistrano

7:00 - 10:00 PM

Pairing gourmet cuisine with fine wines, OC Meets Napa is a unique event that celebrates the richness of Latin food and the success of Latino-owned vineyards in California. In 2019, East LA Meets Napa will take us on a wine tasting journey stretching from the famed Napa Valley through Latin America, including wine regions of Mexico and Argentina; an exploration of wines showcasing and honoring the roots of vintners and their families.

Showcased at the historic Mission in San Juan Capistrano, the food and wine festival is the perfect evening backdrop to celebrate with friends, family, co-workers and clients. The event sells out early with approximately 800 patrons in attendance.

Live entertainment will grace the stage while patrons will enjoy tastings from over 60 top LA restaurants and premium wineries, including tastings from various regions in Mexico, presented by world-renowned celebrity chefs and vintners.







AltaMed Food and Wine Festival is a destination event attracting high-profile members of the wine and culinary trade as well as affluent consumers. In addition to increasing your company's profile among this key demographic, a partnership with the event will allow your restaurant or winery to:

- Broaden the market's awareness of your restaurant or winery
- Reinforce loyalty with current consumers
- Gain quality customers
- Increase media exposure among food, wine and lifestyle media
- Facilitate a market assessment of your product through sampling
- According to the Cone/Roper Report, consumers are more likely to switch to a sponsor's brand that supports a local event or cause

AltaMed Food and Wine Festival's success has been due to the generosity of the vintners and restaurants who donate their time and product that thousands come to taste. Together, we look forward to producing a wonderful evening that will benefit AltaMed Health Services and our programs.

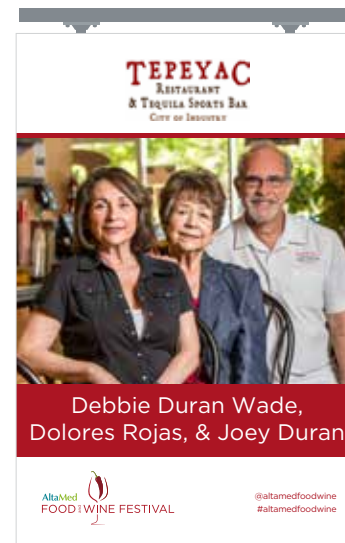


## You Supply

- Restaurant or winery logo in .eps and .jpg format for recognition on our website and other promotional materials
- Complete bio, social media handles, website and product information, entered into your registration to be featured on the festival app
- Samples for event - enough for minimum of 600
- Staff or volunteers to distribute food or cook at your space if applicable (maximum 4)
- Staff or volunteers to distribute wine at your space (maximum 2)
- Décor to display in your space
- Social media postings leading up to the event to promote brand awareness and increase attendance

## We Supply

- Brand signage and professional headshot
- Festival app promoting restaurant or winery with your logo, bio, social media handles and website links provided by you
- Media support and branding
- Social media promotion
- Headshots, logos and links on altamedfoodwine.org website
- Restaurant stations equipped with two chafing dishes, two serving utensils, plates, napkins, and plastic forks, knives and spoons
- Winery stations equipped with cocktail napkins, ice, ice buckets, dump buckets, water and two wine glasses
- Grill, griddle, or deep fryer (first come-first serve)
- Electricity
- Two 6-foot rectangular tables and linens
- Four wristbands for restaurant staff and two wristbands for winery staff to access booth (additional can be purchased at a discounted rate)



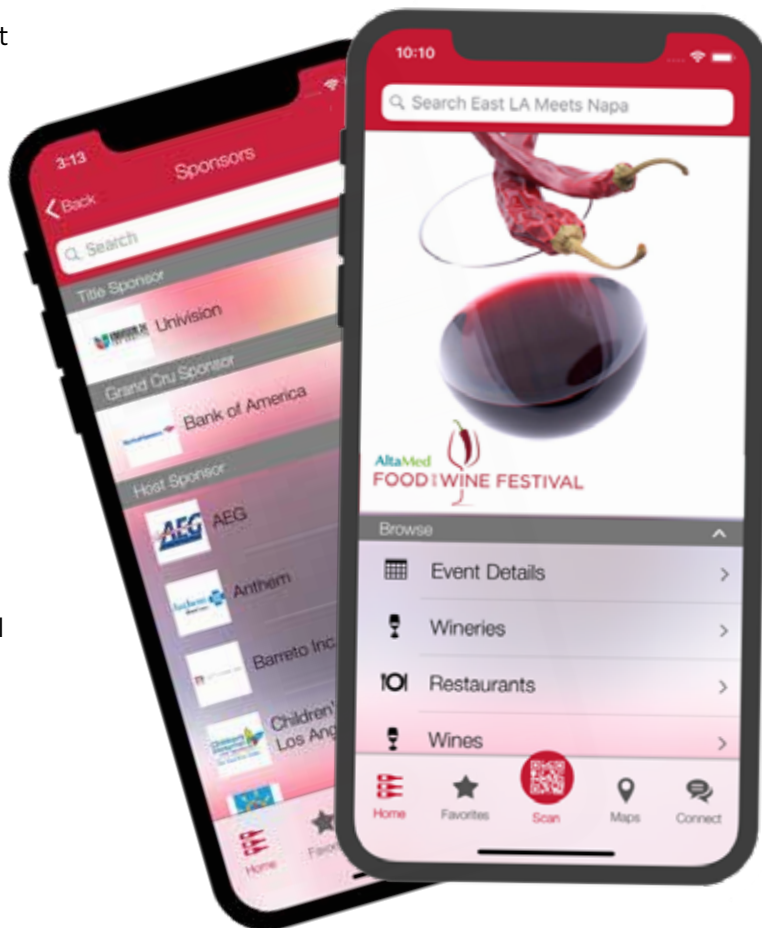


Promote your brand to potential consumers and event attendees with the AltaMed Food & Wine Festival app! Compatible with iPhone and Android, this free app offers a host of features including: a schedule of events, ticketing, event map, winery and restaurant listing, product purchasing.

The app has added benefits to participants. When you complete your registration online, your information is loaded into the app. The more information, photos, social media or products you enter, the more you are advertising your brand to the AltaMed Food & Wine Festival audience.

Guests can favorite the wine and food in the app and revisit for future purchases or reservations. Guests will also be able to search the app for food or wine based on region, type and location; generating additional traffic to your booth.

Push notifications will go out to all app users with contests, recipes, stories and other fun features to publicize the event.



- Celebrity chefs from the *FOOD Network*, *Bravo* and *Top Chef* have named our event the “Premier Latino wine and food event in the United States”
- Professional athletes, actors, actresses, models and celebrity musicians continue to attend the AltaMed Food and Wine Festival to support AltaMed and our fundraising efforts; over 20 celebrities were in attendance in 2018
- The event has been featured in various media platforms such as Telemundo, Univision, *La Opinión*, KTLA, *Good Day LA*, *the Fork Report*, *Angeleno Magazine*, and *LA Weekly*
- In 2018, the @altamedfoodwine Instagram was mentioned in over 3,500 Instagram stories
- In 2018, Facebook had a reach of over 300,000 people
- In 2018, altamedfoodwine social media impressions doubled to 1.73 million
- In 2018, altamedfoodwine.org website was visited over 32,000 times
- YouTube videos featuring participating chefs and vintners had over 3,500 views
- 90% of the attendees downloaded the Festival app
- 80% of those who downloaded the app visited the Restaurant and Winery section
- The event averages over 30 million media impressions annually through print, social media, TV and radio
- In 2018, over 40 stories were featured in prominent publications such as NBC 4, *Daily News*, *OC Weekly*, *Time Out Los Angeles*, and *HOY*, garnering more than a 30,642,341 impressions to date

40+

Stories to date

30mm+

Impressions to date

20

Celebrities in Attendance

# GUEST DEMOGRAPHICS

[altamedfoodwine.org](http://altamedfoodwine.org)

[@altamedfoodwine](https://twitter.com/altamedfoodwine)

MEDIAN AGE OF  
ATTENDEES



**30-50 yrs**

MEDIAN HOUSEHOLD  
INCOME



**\$150,000**

ATTENDEES WHO  
ARE CONNOISSEURS  
OF FINE WINE & FOOD



**100%**

MALE



**52%**

FEMALE



**48%**

ANNUAL ATTENDEE  
RATE GROWTH



**10%**





For 50 years, AltaMed has provided *Quality Care Without Exception* to children, their families and seniors in the Latino and multi-ethnic communities of Southern California. AltaMed provides over one million medical visits to more than 300,000 patients throughout LA and Orange counties. No one is turned away, regardless of their ability to pay.

Our ability to strengthen our communities is due to the generosity and commitment of our patients, volunteers, corporate sponsors and individual supporters. All proceeds from the food and wine tasting benefit the programs and services provided by AltaMed Health Services.

After many years of being in business, AltaMed approached me about an event that benefited Latinos in the community—an interest we had in common. From the very beginning, I was impressed by the event which highlights all the talent that the Latino community has to offer. I'm a proud Latina, and I believe that it's important to support Latinos in our community who are making a positive change without forgetting our values and our roots. With my participation in nine East LA Meets Napa events, I have watched the event evolve, including the hardworking ethics and the drive to move forward as a community. I have witnessed AltaMed continuously help our community in need with the funds that are raised through this event. We cannot forget about the people that have less than us and why it's important to give back to the community. I can say that East LA Meets Napa is a fun event, allowing all its participants a chance to give back.

*Betty Porto, Porto's Bakery*



When I first heard about East LA Meets Napa, I knew nothing about this event. I had the opportunity in 2016 as one of the Celebrity International Chefs, marking an important point in my career. As an immigrant to this country, it is an honor and fills me with pride to see the quality and love that AltaMed puts into this event; representing the Latino community in California. For me personally, it is nice to see the image of tacos and beers (which, by the way, I love), has changed and presents a different reality in which Latino food and wine are at the same caliber as other cultures. I look forward to the event every year, as we continue to break the stereotypes that some have of the Latino culture. Thank you very much, AltaMed, for the opportunity.

*Chef Katsuji Tanabe, MexiKosher  
The Nixon Chops & Whiskey and Barrio Chicago*



The Mexican-American Vintners Association was formed in 2010 by up and coming vintners who, through hard work and perseverance, have gone from immigrant farm workers to land and winery owners they recognized the need to support each other in promoting their wine brands. Our hope is that our activities will also highlight the central and important role of the farm workers in the success of the industry and improve their quality of life. We support AltaMed's East LA Meets Napa event because the services they provide have a positive, direct and immediate effect on people's lives and on the community as a whole, allowing AltaMed's patients to focus on living their aspirations and dreams.

*Mexican-American Vintners Association*

Five years ago, I was invited to participate in a festival with the best name ever: East LA Meets Napa. The name conjures up images and aromas of Latino gastronomic excellence paired with acclaimed winemakers melded together for an unparalleled night to remember. I knew I had to know more about this festival! What I found is an event that brings together the best of two distinct industries in support of AltaMed's mission of providing families in need with quality care. Mama Socorro, Margarita, and I are happy and proud for the opportunity to showcase our passion for Mexican cuisine, while, improving the lives of our communities in Southern California.

*Dora Herrera, Yuca's Restaurants*



We were approached five years ago to participant in AltaMed's Food and Wine Festival: OC Meets Napa in its inaugural year. We were honored to know that we would become part of a great tradition in our beloved city of San Juan Capistrano. We have seen the tremendous growth and support that AltaMed Foundation receives, by bringing some of the best culinary experts to share their offerings in front of a group of great supporters. We are proud to be part of this summer event year after year, knowing that we are helping raise funds to provide health coverage to those most in need.

*Ricardo Beas, Ricardo's Place*



The AltaMed Food WineFestival—East LA meets Napa is the perfect example of a noble cause helping our Latino community in need, and it is a great honor to be invited back year after year. La Huasteca restaurant has been participating and witnessing this for more than a decade, and we have seen the evolution of this gastronomic event, especially in the last few years. La Huasteca restaurant management, event coordinators, servers and kitchen staff are anxious to return and continue to be a part of this great event to show the guests our traditional Mexican dishes. This event has helped our team to be exposed in front of different high level chefs and restaurants with innovative dishes and cooking procedures where our chefs have been pushed to take their creativity and knowledge to higher levels. We are grateful to be part of something the AltaMed Food Wine Festival.

*La Huasteca Staff, Lynwood*



For the last 38 years, we have dedicated our lives to catering to our beautiful Huntington Park community and its surroundings. We strive to always provide the best quality in food and service to our loyal guests. But if I have to say what really brings joy to me personally, it is that not only do we get to share our love and passion for our Mexican cuisine and culture, but we also support our local organization to better families' quality of life and health. When presented with the opportunity to partake in a first-class renowned event organized by AltaMed, we were—to say the least—humbled by the invitation. AltaMed's hard work to provide quality healthcare services to our children, their families and the Latino community symbolizes the epitome of human kindness. For me, it is an honor and privilege to work in any capacity with AltaMed. Thank you for allowing us to be part of your exquisite event!

*Chef Juan J. Sanjuan III, Gloria's Restaurant & Bar*



To register for the event, go to [tasteseller.com/altamed/signup.php](https://tasteseller.com/altamed/signup.php) and complete the online registration. You will be asked to enter detailed information that will be used in our festival app. Because of the time sensitivity, all applications are due May 1, 2019. Applicants will be notified of status via email within two weeks. When preparing materials for registration, you will need the following:

- High Resolution logo in eps (preferred), .jpg or .png format
- Food or wine description
- Equipment needs (first come, first serve)
- Photo of your product (if applicable)
- Brief description of your restaurant or winery
- Social media handles and website address
- Certificate of Insurance—required for all wineries and restaurants (due by June 3, 2019)

A maximum of four wristbands total will be provided for your restaurant staff and two wristbands total for winery staff. You can purchase up to additional wristbands online when registering, at a discounted price.

**Due to food handler requirements, AltaMed will no longer be able to provide staffers for each station. Please plan accordingly with the proper number of staff needed for the event.**



*For additional information on participating in AltaMed Food & Wine Festival, please contact:*

#### **Wineries/Beverages:**

Joel Lara, Development Officer  
JLara@altamed.org  
323-720-5695

Jorge Ramos, Development Associate  
jorramos@altamed.org  
323-213-1205

#### **Restaurants:**

Roberto Carlos Lemus  
Branding is Social  
roberto@exquisitamente.com  
818-458-6444







[altamedfoodwine.org](http://altamedfoodwine.org)

[@altamedfoodwine](https://twitter.com/altamedfoodwine)