



AltaMed
OC Meets NapaSM
Food & Wine Tasting Event *en Mexico!*

PARTICIPANTS



SATURDAY, JULY 29, 2017

Mission San Juan Capistrano

Pairing gourmet cuisine with fine wines, OC Meets Napa & Mexico is a unique event that celebrates the richness of Latin food and the success of Latino-owned vineyards in California. In 2017, OC Meets Napa & Mexico will take us on a wine tasting journey stretching from the famed Napa Valley, through many of Mexico's vast wine regions; an exploration of wines showcasing and honoring the roots of so many vintners and 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 OC Restaurants and premium Vintners, including tastings from various regions in Mexico, presented by world-renowned celebrity chefs and vintners.

BENEFITS OF PARTICIPATION

OC Meets Napa & Mexico 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 also allow your restaurant or winery to:

- Broaden the market's awareness of your restaurant or winery
- Reinforce loyalty with current consumer relationships
- Gain quality customers
- Increase media exposure among food, wine and lifestyle media
- Facilitate a market assessment of your product by 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

OC Meets Napa & Mexico success has been due to the generosity of the wineries and restaurants who donate the wine and food thousands come to taste annually. Together we look forward to producing a wonderful evening that will benefit AltaMed Health Services and our programs.



BENEFITS OF PARTICIPATION

YOU SUPPLY

- Restaurant or Winery logo for use on website, in USB program and other promotional materials as needed
- Samples for event tasting – enough for minimum of 500
- 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)
- Social media postings leading up to the event to promote brand awareness and increase attendance

WE SUPPLY

- Brand signage and head shot
- Festival app with your restaurant or winery's logo, social media handles, links to purchase and/or make reservations
- Media support and branding
- Restaurant stations equipped with two chafing dishes, two serving utensils, plates and napkins
- Winery stations equipped with cocktail napkins, wine glasses, ice, ice buckets, dump buckets, water and two wine glasses
- Grill, griddle, or deep fryer (first come-first served)
- Electricity
- Two 6 foot rectangular tables and linens
- Four (4) wristbands for restaurant staff and two (2) wristbands for winery staff to access booth (additional can be purchased at a discounted rate)



FESTIVAL APP



Who says you can't fit 600 bottles of wine in your pocket?

Stay connected with the OC Meets Napa & Mexico app. Compatible with iPhone and Android, the free app will offer a host of mouthwatering features including a schedule of events, ticketing, event map, winery and restaurant listings, product purchasing and a host of other features.

As an added benefit, the app will link each restaurant to Open Table for reservations and directly to the webpages of each winery to purchase wine at the event. Participating chefs and vintners will be featured weekly on the app and push notifications will go out to all app users with contests, recipes and a host of other fun features to publicize the event.

App will launch April 2017.



VIP PRE-EVENT RECEPTION

An exclusive VIP Pre-Event wine tasting at the Mission will feature top OC and Mexico vintners and their reserve wines.

VIP's will be invited to sample appetizers paired with premier reserve wines prior to the event.



HIGHLIGHTS & SUCCESSES

MEDIA EXPOSURE

- 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 OC Meets Napa to support AltaMed and our fundraising efforts.
- The event has been featured in many media platforms such as Telemundo, Univision, *La Opinión*, KTLA, the *Fork Report*, *Angeleno Magazine*, *OC Weekly* and many more.
- The event averages over 30 million media impressions annually through print, social media, TV and radio.
- In 2016, the Instagram @foodwinefestival page had a follower increase rate of 300% with an average post liking of 61.6 likes.
- In 2016, Facebook had a 928% performance increase with a reach of 13,000 annually.

GUEST DEMOGRAPHICS

- The median age of attendees is 30-50 years old.
- Median household income is \$150,000 and over.
- Of the 1,000 guests in attendance, 52% are male and 48% are female.
- The attendee rate has grown at a rate of 10% each year with a 16% increase in 2016.



ABOUT ALTAMED

OUR HISTORY

AltaMed Health Services has a long history of delivering quality care to underserved communities, first opening its doors as the volunteer-staffed East Los Angeles Barrio Free Clinic. As a 501(c)3, AltaMed has been serving the uninsured and underinsured since 1969. Growing from a small storefront, AltaMed is now the largest independent Federally Qualified Health Center (FQHC) in the U.S. operating 40 sites throughout Los Angeles and Orange Counties.

AltaMed's services have also expanded through the years. Promoting regular and continuous care from birth through senior years, regardless of ability to pay, provides our patients with greater health outcomes, reduced health care disparities, improved prevention and healthy living. Each year AltaMed serves over 200,000 individuals and completes more than 1 million patient visits.



ABOUT ALTAMED

OUR FUTURE

AltaMed was founded on the premise that access to quality health care is vital to build strong communities. That belief drove us when we first opened our doors 47 years ago and it lives on as we've grown to serve dozens of communities and more than 200,000 patients across Southern California.

The unyielding efforts of the entire AltaMed team will continue to drive our growth in the years ahead. As our communities learn and expand, we are advancing a new generation of care with a premier, patient focused network that is delivered with abundant respect. With continued hard work and help from committed partners like you, *Quality Care Without Exception* will be attainable for vast numbers of people across Los Angeles and Orange counties.

Thank you for your support!



In an uncertain healthcare environment, there are still many families, children and individuals who cannot afford basic healthcare.

AltaMed's goal is to ensure, without exception, that these individuals are provided the quality care they deserve.

With your support, we can serve this community for generations to come.



I SUPPORT ALTAMED

For over 40 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 200,000 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 AltaMed Health Services.

Baja Wines has participated in both Los Angeles and Orange County events. AltaMed East LA Meets Napa and OC Meets Napa and Baja has allowed us to network with existing clients and new potential clients. It also gives us the opportunity to receive direct feedback from customers trying our wines. We believe it's important to work with groups/people such as AltaMed who not only strongly believe in providing quality services to the community but also supports Latino business. Thank you Altamed. Cheers!

Gil and Eloisa, Baja Wines Ambassadors

The 2016 event was a blast! It was really exciting to meet and cook with the Baja chefs. (The music was great too!) What a fun way to raise money for such a worthy and essential cause. Looking forward to OC Meets Baja and Napa 2017!

*Deborah M. Schneider, Executive Chef & Partner
SOL Mexican Cocina / Solita Tacos & Margaritas*



PARTICIPANT REGISTRATION INFO

To register for the event, please complete the registration online at tasterhub.tasteseller.com/signup. You will be asked to enter detailed information that will be used to upload to the Festival app. Because of the time sensitivity, all applications are due May 1, 2017. When preparing materials for registration, you will need the following:

- High Resolution Logo
- Food or Wine you will be serving
- Equipment Needs (first come, first served)
- Photo of your product you will be serving (if applicable)
- Brief description of your restaurant or winery
- Social media handles
- Certificate of Insurance—required for all wineries and restaurants

A maximum of four (4) wristbands total will be provided for your restaurant staff and two (2) wristbands total for winery staff. You can purchase up to four (4) additional wristbands online when registering, for a discounted price of \$100 per person.

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 OC Meets Napa 2017, please contact:

Wineries: Joel Lara, Development Officer, AltaMed Health Services Corporation, JLara@la.altamed.org, 323-720-5695.

Restaurants: Roberto Carlos Lemus, Business Developer at Exquisitamente, roberto@exquisitamente.com, 818-458-6444.





Notable Past and Outstanding New Participating Vintners include:

Aborigen; Adobe Guadalupe; Alex Sotelo Cellars; Alximimia Vino Elemental; Avina Wine Cellars; Baron Balche; Black Coyote Chateau; Bodegas de Santo Tomas; Bodegas Puente de Rus; Bodegas San Rafael; Brown Estate Vineyard; Campesino Cellars; Canyon Crest; Carneros Della Notte; Casa de Piedra; Cava Aragon 126; Cavas Valmar; Ceja Vineyards; Cesar; Chateau Camou; Chateau de Vie; Cobblestone Vineyards; Cuatro Cuatros; Delgadillo Cellars; El Centauro del Norte; Elements of Sonoma; Encanto Vineyards; Estacion de Oficios El Porvenir; Feliz Noche Cellars; Frias Family Vineyard; Gallegos Vineyard; Gloria Ferrer Winery; Grupo Alximia Vino Elemental; Gustavo Thrace Wines; Gustavo Wines; Hacienda and Estate Wines (Casa Madero, Cuna de Tierra, Chateau Domecq); Hacienda La Lomita; Honrama; J Lohr Vineyards & Wine; JC Bravo; Justicia Wines, LLC; K & L Wine Merchants; Karl Lawrence Cellars; L.A. Cetto Vineyard; Lechuzas; Llamas Family Vineyards; Lomita; Lucio Pérez Family; Estate Vineyards; Luis Ochoa Family Vineyards; Madrigal Vineyards; Maldonado; Mana Tinta - Talley Vineyards; Mario Bazán Cellars; Maritas Vineyards; Mi Sueño Winery; Nevarez Vineyard; Paralelo; Pina; Ravens Wood; Realm Cellars; Renteria Wines; REV Winery; Reyes Winery; Riboli Family Wine Estate; Rios Wine Cellars; Riverbed; Robledo Family Winery; San Antonio Winery; Scalon Cellars; Sequoia Grove Vineyards; Toxqui Cellars; Tres Valles; Trujillo Wines; Two Wives; Universidad Autónoma de Baja California; V. Sattui Winery; Veramonte (Quintessa/Huneeus); Viñas de Garza; Viñedos Aldo Palafox; Viñedos Aurora; Viñedos Hacienda Guadalupe/Melchum; Viñedos Las Nubes; Vinisterra; Vini Imports Co.; Vino S Vida; Vinos Vargas; Voces; Winery to Consumer and Woodbridge By Mondavi.

Notable Past and Outstanding New Participating International Celebrity Chefs include:

Chef Ana Quincoces (Cuba); Chef Deborah Schneider (Mexico); Chef Doreen Colondres (Puerto Rico); Chef Hamlet García (Venezuela); Chef Ingrid Hoffmann (Colombia) and Chef Katsuji Tanabe (Mexico).

Notable Past and Outstanding New Participating Restaurants include:

930 Sushi; Acapulco; Anepalco; Arctic Hot Spot Bakery Cafe & Catering; Aro Latin; Attila the Flan; Bernini's Bistro; Birrieria Chalio; Bizarra Capital; Breadcrumbs Catering; Broken Spanish; Cacao Mexicatessen; Carnitas Uruapan; Casa de Chocolates; Casa de Mole "La Tia"; Casa Oaxaca; Chago Tortas Ahogadas; Chalio Restaurant; Chan's Bistro; Chef Claudette Cepeda; Chef Priscilla Curiel; Chichen Itza; Cities Restaurant; Cobras & Matadors; Cook's Tortas; D's Delight; Deckman's en el Mogor; Del Frisco's Grille; Don Chente Bar & Grill; Doña Rosa; Dorados; El Cholo Café; El Cid; El Coraloense; El Floridita; El Gallo Bakery; El Incomparable; El Lugar de Nos; El Patio Bar & Grill; El Portal; El Siete Mares; El Tepeyac Cafe; Ensenada Restaurant; Equeko Peruvian Cuisine; Fantastic; Felix's Continental Café; Flight; Forkin Good Café; Frandise Pastries, Inc.; Frida Restaurant; Gabbis Mexican Kitchen; Gloria's Restaurant & Bar; Guava Delights; Guelaguetza; Guisados; Hacienda de San Isidro Grill; Home Girls Café; Howell's Bakery; John Rivera Sedlar; Juan's Restaurant; King Taco; La Casita Mexicana; La Cocina que Canta; La Cocina Secreta; La Fonda de Los Campero; La Huasteca; La Mestiza; La Parrilla; La Sandia Mexican Kitchen and Tequila Bar; La Terrase San Roman; Los Muertos Taco Bar; Loteria Grill; Luna Restaurant; Malbec Argentinean Cuisine; Mama's Intl. Tamales; Manuel's El Tepeyac Cafe & Tequila Sports Bar; Más Malo, Mercado, Mexicali Tacos & Co., Mexikosher, MM by Mario Medina, Moles de los Reyes, Oh! Bon Bon, On the Lam; Palate Food + Wine; Pez Cantina; Playa; PopUpChef; Porto's Bakery; Portsmouth Restaurant; Potato Chips; Prospect Gourmand; Radical Botanicals; Regina's Restaurant; Ricardo's Place; Rocio's Mexican Kitchen; Rocio's Mole de los Dioses; Salazar; Señor Fish; Setá; Sol Mexican Cocina; Tabachines Cocina; Taco Maria; Tacos Baja; Tamale King; Tamayo Restaurant; Tempo; Urban Kitchen; Teresitas; The Conga Room; The Goodie Girls; Tikal Restaurant; Tila's Kitchen; Valverde; Villa Roma; Yuca's; Yxta Cocina Mexicana; Zapien's Salsa Grill and Zing.

Beverages:

Coba Aguas Frescas; Coffee Rosters; Don Francisco Coffee; Hard Fresco; Keirig Green Mountain; Pochteca Liqueurs; Tributo a mi Padre Tequila and Zen's Tea House.