



OVERVIEW FOR MAYOR ERIC GARCETTI

WHAT IS LOS ANGELES FOOD & WINE (LAFW)?

Now in its fourth year, the Los Angeles Food & Wine Festival is a four-day epicurean event showcasing the finest in food and drink culture throughout Los Angeles with culinary personalities from throughout the country. Based amid one of the country's foremost cultural destinations along Grand Avenue, the event spans the city and offers guests the chance to sample the cuisines and products from some of the most prominent epicurean influencers, while enjoying the sights and sounds of the entertainment industry's brightest talents.

WHY IS THE EVENT LOCATED IN LA? WHAT MAKES IT DIFFERENT FROM OTHER EVENTS?

Los Angeles is home to first-rate dining, renowned celebrity chefs, and an unmatched culinary history – not to mention setting trends and raising the bar on eating and drinking for the rest of the country. LAFW is the first event of its kind, in scope and size, to truly reflect why Los Angeles is a world-class culinary destination.

It is our hope that by moving the location of our marquee events from L.A. LIVE to Grand Avenue, it will create one of the most visually and experientially impactful events in the country. We feel it's a natural fit with our audience that the event exists around the city's cultural mecca of MOCA, Disney Concert Hall, the Colburn School, the Music Center, and of course the upcoming debut of The Broad.

WHO WILL PARTICIPATE AND ENJOY LAFW?

More than 100 celebrity chefs will team up with today's pop culture power-houses to lead demonstrations, seminars, dinners, and dedicated after-hours events featuring tastings that feature over 200 premier international wines. We expect more than 20,000 attendees to celebrate the Third Annual Los Angeles Food & Wine Festival throughout the course of the weekend.

WHO WILL BENEFIT FROM LAFW?

As guests sample one-of-a-kind gourmet creations, discover new and unique wines and learn about the latest culinary trends, attendance will help to end childhood hunger in Los Angeles and across America with the festival's live auction benefiting Share Our Strength's "No Kid Hungry" campaign – a national effort to end childhood hunger in the United States.

HOW WILL THE GREATER CITY OF LOS ANGELES ITSELF BENEFIT FROM THIS EVENT?

As the city's largest culinary festival impacting neighborhoods throughout Los Angeles, LAFW will continue its practice of making a significant, beneficial contribution in terms of job creation, driving business to local restaurants, hotels and venues, tourism, and charity. Highlighting LA as a culinary destination nationally through major media outlets will continue to help increase tourism and drive jobs in Los Angeles. The size, scope, and quality of Los Angeles Food & Wine will continue to advance Los Angeles as place where foodies from around the country and globe should visit frequently.

WHY SHOULD I BE INVOLVED IN LAFW?

The endorsement and participation of California's great leaders demonstrates that LAFW is not only a culinary celebration to make Los Angeles proud, but a significant gathering aimed at raising the profile of the city globally while supporting its community holistically. From being an economic driver to a tourism attraction, LAFW provides both short and long term benefits for the city at large.

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A COASTAL LUXURY MANAGEMENT PRODUCTION

WHEN: Thursday, August 21st, 2014

TIME: The event runs from 6:30pm – 10:00pm. Remarks are scheduled to begin at 8:30pm (Timing is flexible)

WHERE: Grand Avenue between 1st & 3rd Street.

WHO: Other speakers will include: CEO & Co-Founder David Bernahl, Host Chef Giada De Laurentiis, and Regional Director for Share Our Strength (our charity partner), Judy Walker. There will be a live performance by the LA Opera as well, and DJ ?uestlove will be performing a set afterwards.

WHAT: Thursday night brings together chefs from Downtown, Westside, Hollywood, MidCity/Beverly Hills – to participate in the “Ultimate Bites of LA” walk-around tasting event presented by Chase Sapphire Preferred. Event guests will have the opportunity to sample dishes from several of the city’s most exciting culinary neighborhoods – and vote for their favorite dish in a fun “People’s Choice Awards” format.

MORE INFORMATION: Complete information about the event, and the 3rd Annual Los Angeles Food & Wine Festival can be found on our website at www.LAFW.com

8/21/14, 7:00p - 10:00p

DOWNTOWN: Grand Avenue

Price: \$195.00 VIP: \$250.00

- See more at: http://www.lafw.com/index.cfm/event-Ultimate_Bites_of_L_A_Presented_by_Chase_Sapphire_PREFERRED_Hosted_by_Graham_Elliot_1011.htm#sthash.CfSJx8wO.dpuf