



Taste of Lake Forest

FREQUENTLY ASKED QUESTIONS

What is the Taste of Lake Forest?

The Taste of Lake Forest is an annual event that will take place on June 21, 2024, from 4:30 to 8:00 PM at Heritage Hill Park (25151 Serrano Rd, Lake Forest). The \$40 dollar attendee entry fee comes with one sample from each participating Lake Forest restaurant. This event includes live music and raffle prizes donated by Lake Forest businesses.

What is expected of me as a vendor?

In order to participate in the Taste of Lake Forest, you must provide a minimum of 1,200 samples. You must also bring your own 10x10 canopy, (2) 6-foot table(s), (2) \$25 gift cards, must submit this completed application form, and complete and sign a Declaration of For-Profit form, and attach your business's W-9 form (refer to the application packet).

Is there a fee to participate in the Taste of Lake Forest?

No! There is no fee to participate in the Taste of Lake Forest. Participating vendors will receive a \$500 participation incentive.

What can I expect from the Heritage Hill grounds?

Heritage Hill is a historical park. There will be uneven ground due to the natural terrain. Your station may be situated on grass or dirt, depending on the location. There will be tarps provided for ground cover.





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What time should I arrive to set-up?

You can arrive for set up at 1:30 p.m. Set up must be completed by 4:00 p.m., in case the lines open earlier than 4:30 p.m. Upon arrival, please have your Vendor Tag hanging from your rear-view mirror.

Volunteers will be present to direct vendors to designated drop off or parking spots. Please report to the Check-In/Ticket Sales booth where a volunteer will be available to assist you with unloading items from your vehicle and assist you with locating your booth space. Once your booth has been set up, you may leave and come back with food if you are bringing it separately. It is recommended to bring food towards the end of the set-up period to keep samples as fresh as possible

How does the tasting work?

An entry ticket to the event includes one tasting per restaurant. When a customer shows their Tasting Card at your table you will need to provide them with one food sample and mark the customer's Tasting Card.

Who is my On-Site Coordinator for the Taste of Lake Forest?

Mary Visconte, CEO of the Lake Forest Chamber of Commerce, is the On-Site Coordinator for the Taste of Lake Forest. She will be able to assist you with any questions you may have the day of the event. You can contact her via e-mail at mary@spectrum-specialties.com or on her cell phone (949) 870-6434.

What will be provided for me at the Taste of Lake Forest?

The City of Lake Forest will provide you with a Handwashing Station for food handlers and a tarp for ground cover. All other materials must be brought by you.





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Can I cook on-site the day of the event?

The Health Department prohibits any on-site cooking at this event. All food items must be prepared before you arrive and transported to the event. Any items that need to be served hot must be kept in warming trays. You will be permitted to exit the event and bring extra food or supplies using designated drop-off points.

How are the City/Chamber promoting this event?

The City and Chamber are promoting the Taste of Lake Forest on social media, in an e-newsletter, and posters throughout the City. The Taste of Lake Forest will also be promoted on the City and Chamber websites and social media pages.

How can I promote our participation?

You can promote your participation by displaying your Taste of Lake Forest Poster in your restaurant window and encouraging your customers to attend. You should also post information on your website and social media pages, send event details to your contacts through Facebook, Twitter, and LinkedIn. Don't forget to invite your family, friends, and neighbors!

What happens if I run out of food?

Please anticipate the crowds. You are permitted to have staff members bring extra samples throughout the event, as long as your booth remains staffed. In the case that no extra samples can be brought, please send a representative to the "Restaurant Check-In/Ticket Sales" booth for further instruction. Please do not leave or tear down/clean up until the event has concluded. Restaurants will be recognized on stage at 7:50 p.m.

