

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 August 15, 2025, from 4:00 to 7:30 PM at Heritage Hill Historical Park (25151 Serrano Rd, Lake Forest). The \$50 dollar attendee entry fee comes with one sample from each participating Lake Forest restaurant. This event includes live music, a beer and wine garden, and opportunity drawings 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 1,000 samples and stay for the duration of the event. You are expected to adhere to all guidelines outlined in the Participant Requirements. You must also bring your own 10x10 canopy, (2) 6-foot table(s), (2) \$25 gift cards, must submit the completed application form with all required attachments (refer to application packet), and read and sign the Participant Requirements.

IS THERE A FEE TO PARTICIPATE IN THE EVENT?

No! There is no fee to participate in the Taste of Lake Forest. Participating vendors will receive a \$500 participation incentive. This check will be mailed after the event's conclusion. Please provide your correct mailing address to Hope Hairrell.

WHAT CAN I EXPECT FROM THE HERITAGE HILL VENUE?

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. There is no electricity available for vendor use and cooking is prohibited on-site. It is recommended vendors bring a cart or wagon to assist with unloading/loading items and bringing them to your designated booth space. Volunteers will be present with carts to assist. Cart availability will be limited. Please expect crowds and lines.

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WHAT TIME SHOULD I ARRIVE TO SET-UP?

You can arrive for set up at 1:00 p.m. Set up must be completed by 3:00 p.m., in case the lines open earlier than 4:00 p.m. Upon arrival, please have your Vendor Tag on your dashboard. Volunteers will be present to direct vendors to the designated drop-off spot. Please report to the drop-off spot 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 toward the end of the set-up period to keep samples as fresh as possible.

HOW DOES DROP-OFF AND PARKING WORK?

Please refer to the attached map for the vendor entrance and designated drop-off location. Restaurants should enter the venue via the alley off Trabuco Rd. Look for signs indicating the drop-off area. We kindly ask vendors to line up in their vehicles for unloading assistance. Once unloading is complete, please park in one of the nearby available lots. If you plan to bring additional samples during the event, kindly follow the same drop-off process. Please note that while volunteers may not be available for assistance during the event, carts will be provided for your convenience.

HOW DOES THE TASTING WORK?

An entry ticket to the event includes one tasting per restaurant. When a customer approaches your table you will need to provide them with one food sample. Please refrain from providing multiple samples throughout the duration of the event in order to guarantee a tasting for all attendees.

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WHAT WILL BE PROVIDED FOR ME AT THE EVENT?

The City of Lake Forest will provide you with a Handwashing Station for food handlers and a tarp for ground cover in accordance with OCHCA guidelines. You will receive a banner with your restaurant's name for the front of your pop-up. All other materials must be brought by you.

CAN I COOK ON-SITE THE DAY OF THE EVENT?

The OC 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.

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 notify Mary Visconte to receive further instruction. Please do not leave or tear down/clean up until the event has concluded. Restaurants will be recognized on stage at 7:00 p.m.

WHO IS MY ON-SITE COORDINATOR FOR THE DAY-OF?

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.

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HOW ARE THE CITY/CHAMBER PROMOTING THIS EVENT?

The City and Chamber are promoting the Taste of Lake Forest across several social media platforms, in e-newsletters, and posters/banners throughout the City. The Taste of Lake Forest will also be promoted on the City and Chamber websites. City staff will request to film a brief video with you to highlight your businesses's participation in the event and what samples you will be providing.

HOW CAN I PROMOTE OUR PARTICIPATION?

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

WHO CAN I CONTACT BEFORE OR AFTER THE EVENT?

Before or after the event, you can contact the Hope Hairrell with the City at hhairrell@lakeforestca.gov or 949-461-3523, or Mary Visconte with the Chamber at mary@spectrum-specialties.com or (949) 870-6434.

WHERE CAN I GET MORE INFORMATION?

Please visit TasteofLF.com for more information and specifics regarding the event.

