



Dear Brewery or Winery Owner/Manager,

In partnership with the City of Industry, the Industry Business Council will host the **6th Annual Taste of the City: San Gabriel Valley** on **Friday, September 18, 2026**, from 6 p.m. to 11 p.m. at the Industry Hills Expo Center. We are excited to once again bring the community together for an evening of exceptional food, drinks, and entertainment.

This year, **Taste of the City** expands to showcase outstanding restaurants, breweries, wineries, and spirit brands from across the San Gabriel Valley, bringing together the region's diverse flavors for broader tasting experience while building on six years of success.

Guests will enjoy food and beverage tastings, live entertainment, and a festive atmosphere celebrating the best of the region. The event provides participating restaurants, breweries, wineries, and spirit brands with the opportunity to connect directly with business leaders, residents, families, and visitors while highlighting the unique flavors that make our communities so vibrant.

As a valued local business, we would like to extend this priority invitation for you to participate in this annual event. In exchange for event promotion and marketing exposure, participating restaurants, breweries, wineries, and spirit brands are asked to provide sample-sized tastings of select menu items and beverages. With attendance expected to exceed **600 guests**, this year's event offers an exceptional opportunity to introduce your business to a large and engaged audience from across the San Gabriel Valley.

If you plan to participate, please prepare samples accordingly. The attached application includes additional event details and participation specifications.

We would love for you to join us for this exciting celebration of food, beverage, and community. Please let me know if you have any questions. We look forward to hearing from you soon.

Sincerely,

Joanne McClaskey  
IBC Executive Director



# BREWERY, WINE & SPIRITS APPLICATION

1. Submit Beer & Wine Participant Application by **Friday, August 14, 2026.**
2. Event Day
  - Participants must be set-up ready to serve by 5pm
  - Venue will open at 2 pm to allow vendors to set-up
  - Booth break-down will begin promptly at 11pm. Each restaurant must commit to stay for the duration of the event 6pm-11pm (5 hours).
3. Participants must provide:
  - **Beer, Wine, and Spirits:** Tasting samples for expected number of attendees ( approximately 650) , beer serving is limited to a 5 oz pour, 3 oz pour for wine and spirits .25 oz pours. Final attendance numbers will be provided closer to the event. *(Tasting Glasses will be provided)*
  - **Breweries:** Draft Equipment and buckets for kegs – Ice will be provided
  - High-resolution logo for event marketing materials (email to [yvette@industrybc.org](mailto:yvette@industrybc.org))
  - Marketing materials to promote your business
  - 2 staff members. **Must be 21 or over.**

*All server(s) serving brew and wine tastings must be RBS Certified and onsite for the duration of the event.*

4. The Industry Business Council will provide the following items:
  - Promotional posters including participating vendor logos
  - SGV Tribune ad, Yelp promotion, IBC Newsletter articles, and social media promotion of **Taste of the City** event
  - Tasting booth accommodations: Two 8-foot tables and two chairs
  - 10x10 pop-up canopy. ***If you would like to use your own branded canopy, please let us know in advance.***
  - Keepsake tasting glass
  - Ice as needed
  - Booth banner with your restaurant logo



# BREWERY, WINE & SPIRITS APPLICATION

1. Submit Brewery and Winery Vendor Application below by **Friday, August 14, 2026**
2. Applications can be emailed or delivered to:

Cindy Salas | cindy@industrybc.org | 626-968-3737  
15651 Mayor Dave Way, City of Industry, CA 91744

## BEVERAGE POLICY

Wine, spirits, or craft beer tastings must be pre-approved by IBC. Alcoholic beverages must only be served to 21 and older guests wearing designated wristband. IBC will provide tasting glasses.

## EQUIPMENT

There is **NO** holding kitchen available on site. Participant is responsible for keg, tap and a keg or ice bucket as needed.

## TRASH

Recycling and solid waste bins will be provided by the event venue. Individual vendors may wish to bring additional small waste receptacles to be used inside and directly outside of their booth.

## RBS CERTIFICATION

All individuals serving beer tastings must hold a valid Responsible Beverage Service (RBS) certification and remain onsite throughout the event.

Name (printed) \_\_\_\_\_ Email \_\_\_\_\_

Business Name \_\_\_\_\_ Phone \_\_\_\_\_

Address \_\_\_\_\_

Website \_\_\_\_\_ Social Media \_\_\_\_\_

## Samples to be provided:

- Wine Tastings
- Spirits Tastings
- Craft Brew Tastings

ABC License #(Required): \_\_\_\_\_

**I have read the rules and regulations above for the "Brewery and Winery Vendor Application" and I agree to comply with the conditions set forth.**

Signature \_\_\_\_\_

Date \_\_\_\_\_