



Taste of California Classroom



Wine Tasting Class in session

Visitors to the California State Fair desire knowledge and understanding of their food. Our goal is to educate guests about California wine, beer, extra virgin olive oil, cheese, honey and more, and to teach them what they need to know, to appreciate and share information about quality California products. The Taste of California Classroom is an immersive educational experience where industry experts lead ticketed classes to educate with sampling and hands-on activities. All classes must include a tasting element.

NEW for 2023!: PAID CONTRACTS are available for the 2023 Specialty Crop Workshop Series which highlights [California Specialty Crops](#), including olive oil, honey, wine, and most produce and ornamental crops. These classes are free of charge to fair guests. Call the Coordinator to inquire about specifics. Full list of eligible crops: <https://www.ams.usda.gov/sites/default/files/media/USDASpecialtyCropDefinition.pdf>

COORDINATOR: Michelle Johnson at 916.263.3189 or mejohnson@calexpo.com.

APPLICATION: Submit the attached application to the coordinator, who will contact you to finalize your schedule. For more info, or to sign up over the phone, call the coordinator.

CALENDAR: Classes are held on Fridays, Saturdays & Sundays during the 2023 California State Fair
Daily class times: 1pm, 2pm, 3pm, 5pm, 6pm, 7pm

June 13	State Fair Competition Wine Requests Due
June 30	Class Titles, Descriptions & Supplies Requests Due
July 3	State Fair Competition Olive Oil Requests Due
July 14-30	2023 California State Fair

LOCATION: California's Kitchen, Building B (Cal Expo, 1600 Exposition Blvd, Sacramento, CA 95815)

DESCRIPTION: Pre-decorated classroom stage with tables and chairs for up to 24 students. Backstage area includes storage space, refrigeration, sink, ware-washing, and food prep surfaces.

CLASS FORMAT & CONTENT: Classes are 20-30 minutes in length, must include a sampling element, and include education relating to the following areas: Sensory Evaluation, Food Pairing, Guided Sampling, interactive specialty crop activity or similar. Maximum class size is 24 students.

EDUCATORS: Educators are individuals who are recognized by their peers to be an expert in their product industry. This includes professors, trained educators, judges, sensory evaluators, and other food and beverage professionals.

CLASSROOM AIDE: The aide will orient you upon arrival and assist with whatever you need: prep and pass samples, relay questions during the class, any and all classroom logistics. Their job is to take good care of you and your students!

DISTRIBUTED MATERIALS: You are welcome to distribute supplemental materials such as pamphlets, fliers, coupons, giveaways, etc. No Stickers. Submit materials in advance for approval.

CLASSROOM EQUIPMENT & SUPPLIES: A projector, projector screen, and large white board. Please bring your own lap top. A variety of olive oils and wines from the 2023 competitions are available for your use if requested before the deadline. Also available for use: water, plastic soufflé cups with lids, and other disposable food service supplies.

DELIVERIES: On the morning of your classes, drive your vehicle right up to the building to drop off your materials. A Delivery Pass is required. You can also ship items to the Fairgrounds, please inquire.

ADVERTISEMENTS & FLIERS: You are encouraged to promote attendance to your classes. Any printed materials using the California State Fair or Cal Expo logos must be approved by the Cal Expo Marketing Department in advance; submit to the coordinator. All promotions or advertising conducted while physically on Cal Expo Fairgrounds must be conducted within the classroom area only.

SALES: Sales are allowed by educators. You will need the ability to issue receipts (handwritten, emailed or printed) and fill out a record of sales at the end of each day. Please bring your own cash box or point of sales system, such as a [Square Reader](#), if desired. **No alcohol sales are permitted**, however you may take orders or conduct wine club registration. Educators are given a 2 hour time slot for sales, per class taught, at a sales station which includes a small table. Each time slot begins at the scheduled start time of their class. Educators may bring an “assistant” to conduct sales while class is in session to serve fair guests who are not enrolled in the class.

CREDENTIALS: Educators will automatically receive 2 Admission, and 1 Parking Pass for the day(s) of their classes. Additional credentials and delivery passes are available upon request, if needed.

MEGAN'S LAW FORMS: Required for all people who interact with the public at the Fair.

CONTACT: Michelle Johnson at 916.263.3189 or at mejohson@calexpo.com



Classroom from above



Educator morning news interview



2023 California's Kitchen Taste of CA Educator Application

SUBMIT FORMS TO: Michelle Johnson
mejohanson@calexpo.com
 916.263.3189

California State Fair
 P.O. Box 15649
 Sacramento, CA 95852

Educator Name	
Professional Title	
Name of Business/Organization (if applicable)	
Phone Number	Cell phone Number <i>(for day of presentation)</i>
Mailing Address	
City	State, Zip Code
Email Address	
Website	

Preferred Class Dates & Times: lined-out times are reserved. Call for the most up-to-date schedule

Friday July 14	Saturday July 15	Sunday July 16	Friday July 21	Saturday July 22	Sunday July 23	Friday July 28	Saturday July 29	Sunday July 30
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Topic:

CA Specialty Crops <input type="checkbox"/> Wine <input type="checkbox"/> Olive Oil <input type="checkbox"/> Other: _____ _____	Other Topics <input type="checkbox"/> Beer <input type="checkbox"/> Cheese <input type="checkbox"/> Other: _____ _____	Brief Description of Class: (Submit finalized class titles & descriptions after schedule confirmation)
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