

2025 California's Kitchen Taste of California Classroom



Taste of California Classroom



California Flower-Arranging Class in Session

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

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 2025 California State Fair

Daily class times: 1pm, 2pm, 3pm, 5pm, 6pm, 7pm

April 21 State Fair Competition Wine Requests Due

June 30 Class Titles, Descriptions & Supplies Requests Due

July 3 State Fair Competition Olive Oil Requests Due

July 11-27 2025 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 California 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, producers, and other food and beverage professionals.

CLASSROOM AIDE: The classroom 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: A projector, projector screen, and large white board are provided. Please bring your own lap top.

CLASSROOM SUPPLIES: Common disposable drink and food service supplies are provided, including plastic soufflé cups with lids, plates, cups, flatware, etc. Special requests welcome.

CLASSROOM FOOD & DRINK: A variety of beers, olive oils and wines from the 2025 competitions are available for your use if requested before the deadlines. Requests for food pairing and palate cleanser foods are welcome. Water automatically provided.

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

ADVERTISEMENTS & FLIERS: You are encouraged to promote attendance to your classes! Any use of 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 generally not conducted in the classroom. However, instructors may distribute purchasing information to participants, conduct wine club registration, or similar. For information about conducting direct product sales to fair guests, please contact the coordinator.

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.

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

CLASSROOM BUY-OUT: The Classroom can be reserved for private events and classes. The rate is \$275/hour, which includes assistance from the Classroom Aide. Please inquire for more details.

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



California Cider-Tasting Class in Session



Olive Oil Educator Interviewed for Morning News

2025 California's Kitchen Taste of California Educator Application

SUBMIT FORMS TO: Michelle Johnson
mejohanson@calexpo.com
916.263.3189 *call to register by phone*

California State Fair
1600 Exposition Blvd
Sacramento, CA 95815

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 11	Saturday July 12	Sunday July 13	Friday July 18	Saturday July 19	Sunday July 20	Friday July 25	Saturday July 26	Sunday July 27
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Scheduling Notes for the Coordinator:

General Class Topic:

Featured CA Product:

- Wine
- Olive Oil
- Beer
- Cheese
- Other:

Brief, Generalized Description of Class: (Finalized class titles & descriptions due June 30)