

Taste of La Jolla – On the Go

We invite the La Jolla restaurant community to take part in a fun, safe and creative way to showcase their cuisine to new patrons and loyal customers alike. Introducing Taste of La Jolla – On the Go: This newly designed event from the La Jolla Village Merchants Association, in association with Fuse Events, brings the finest restaurants and chefs of La Jolla together to curate prefix four-course menus for a multi-day Taste event. Celebrating the wide variety of cuisine that La Jolla has to offer, each day will be inspired by a theme (subject to change):

- Asian Admiration
- Italian Amore
- For the Love of the Coast (Seafood)
- American Comfort

How It Works

Attendees will be given an insulated tote bag at a central check in area, which they can take to each of the participating restaurants to pick up their freshly prepared meal items (full-sized meal courses instead of the standard “taste” portions). Four restaurants will be highlighted each night, with chefs collaborating together to create an elevated meal with courses that complement each other in flavor and/or genre.

Since the food and beverage industries are amongst the hardest hit by the unfortunate closures during the past year, 20% of ticket sales for each day will be given back to the restaurants to show support in a time of need. Attendees will also be given the option of adding a gratuity to their ticket purchase, with 100% of the proceeds going back to the restaurants.

In an effort to keep crowd sizes small and avoid mass gathering on the sidewalks, this Taste event will sell a maximum of 150 tickets per night, with each ticket serving two people. Ticketholders will be given a time window to check in at a central location in La Jolla Village. Upon arrival, each guest will receive an insulated tote bag so they can collect their meal from the four restaurants. In order to guarantee the best quality and safest preparation, participants will walk or drive to the participating restaurants to pick up their meals. Once all items have been obtained, guests will have a four-course meal that can be taken home or enjoyed at their convenience.

(Event details on following page)

Event Details:

Title: Taste of La Jolla – On the Go

Producers: La Jolla Village Merchants Association, Fuse Events

Dates: March 22-25, 2021 (4-day event)

Time: 4:00pm - 7:00pm each day

Contact: Jacob Rocha, Fuse Events
P: (805)345-0860
E: jacob@fuseevents.com

Check-In Location: Pacific Sotheby’s International Realty
1111 Prospect St #100
La Jolla, CA 92037

Restaurant Contribution: 4 participating restaurants per night, with each restaurant contributing 310 servings of one of the following courses:

- First Course
- Second Course
- Entrée
- Dessert

Tickets & Restaurant Revenue Sharing (subject to change):

- Ticket for Two: \$85 per ticket
 - Maximum of 150 tickets sold per day, plus 5 media/promo tickets (310 servings)
 - 20% of each ticket goes back to participating restaurants
 - 20% of each day’s ticket sales, divided by four participating restaurants
 - 100% of optional gratuity from ticket sales goes back to participating restaurants
 - 100% gratuity, divided by four participating restaurants

Previous Taste Event Restaurant Testimonials:

“The event was well organized and we’re thankful for everyone’s hard work and support.”
-Cesar Vallin, Cloak & Petal

“This was a wonderful promotion and we look forward to participating again in the future!”
-Rachel Moss, Zinqué

“We are so grateful for this event during such a difficult time for us, thank you!”
-Valentina Di Pietro, Bencotto & Monello

“What a great opportunity to connect with new people!”
-Andrea Racca, Bobboi