



19th Annual Taste Around Avalon FACT SHEET

Event Date & Time

Thursday, May 29, 2025, from 5:00 pm to 9:00 pm. The event will kick off at 5:00 pm at Wrigley Stage with a brief welcome and introduction from Love Catalina.

How it Works

- Guests will purchase a Voting Card and then stroll through Avalon to visit each participating establishment to sample their “Tastes”. In the past there were approximately 700-800 “Tasters” overall.
- Voting Cards will be available for advance purchase at the Love Catalina Visitor Center on the Green Pleasure Pier Wednesday, May 28 for **\$2 per card**. **On event day (Thursday, May 29), Voting Cards will be available for purchase at the Visitor Center until 5 pm, or at the Love Catalina table on Wrigley Stage during the night of the event from 5-9 pm for \$3 per card.** Once guests have sampled *at least 15 “Tastes”*, they are eligible to vote for their favorite(s).
- When a “Taster” visits your business, please be sure to **VALIDATE** each person’s Voting Card in the “Validate” box (located on the left side of the card next to your business name) with a stamp/punch or initials.
- Participating businesses may charge guests per “Taste” (\$1-\$2 is typical, depending on size), or offer “Tastes” for free. You may offer up to 3 different “Tastes” in the food category, and one “Taste” each in the cocktail, drink without alcohol and dessert categories.
- “Tastes” should only be given to those with an official Voting Card. If a “Taster” stops by your establishment without a Voting Card, please direct them to Wrigley Stage to buy one.
- Voting Cards may either be turned in at the last establishment visited, or at the Love Catalina table at Wrigley Stage by 9 pm the night of the event. **We will encourage people to drop them at the stage.**
- The establishment with the most votes for **“Best Taste of Food”, “Best Taste of Drink, with alcohol”, “Best Taste of Drink, no alcohol” and “Best Taste of Dessert”** will each be awarded \$100 and a certificate of recognition! Winners will also be highlighted in the 2026 Visitors Guide, on social media, and on lovecatalina.com.

PROMOTE YOUR BUSINESS!

Be creative – use this opportunity to promote an existing item or create something new. **The idea of Taste Around Avalon is to offer a small “Taste” of what you have in order to encourage return business!**

Questions?

Contact Michelle at Love Catalina: michelle@@lovecatalina.com.