

Ciderday Showcase

Saturday, July 25, 2026



The Ciderday Showcase celebrates producers of hard apple ciders which are made from 100% apples which are grown in California. Stations for 6 cider makers are available in the Taste of California Classroom within the California's Kitchen Exhibit, a prime location that facilitates personal engagement with fair guests. Two tasting class time slots are available for producers to engage guests in a guided tasting of their products, fortified with agricultural knowledge and producer insight. Your involvement would not only showcase your cider but also contribute to promoting personal consumer investment in California's diverse agricultural landscape.

COORDINATOR: Michelle Johnson at 916-263-3189 or mejohanson@calexpo.com

APPLICATION: For more info and to sign up by phone, call or email the coordinator.

DATE & TIME: Saturday, July 25, 2026
Tasting Class Times: 1:00 pm & 2:00 pm
Showcase Tasting Event: 4:00 pm - 8:00 pm

LOCATION: Taste of California Classroom, California's Kitchen Exhibit, Building B
Cal Expo, 1600 Exposition Blvd, Sacramento, CA 95815

EXHIBITOR SCHEDULE:

8:30 am - 9:30 am	Delivery Window
10:00am - 3:00 pm	Have Fun at the California State Fair! AND/OR Teach a Tasting Class!
3:00 pm - 4:00 pm	Display Set Up
4:00 pm - 8:00 pm	Ciderday! Open to fair guests
8:00 pm - 9:00 pm	Display Pack Up (golf cart assistance available)

DESCRIPTION: For a \$10 entrance fee, fair guests gain access to the Ciderday Showcase to learn about the cultivation and production of hard apple cider directly from California producers, and taste samples of the finished products.

SHOWCASE SETUP: Each exhibitor will have a table and two chairs, positioned around the inside wooden rail perimeter of the classroom. Fair guests will approach the counters to interact with producers and taste cider.

EXHIBITOR CONTRIBUTION: There is no cost to the producers to participate, admission and parking credentials are provided.

- **Informative Displays** Highlight the stories of the families and professionals behind these exceptional products – “our neighbors who contribute to California's rich cider heritage!” Share the entire cider-making process, from growing and milling to fermentation, aging, and bottling. (We can help with printing, if needed, deadline for requests is July 1):
- **Sampling** Engage fair guests! 1 to 4 varieties is about right for an estimated 200 guests. 4 oz sample cups provided. Kegs, bottles and cans are all acceptable.

TEACHING A CLASS: Class times available at 1pm and 2pm. Lead a 20 to 30-minute, guided tasting for 24 max students, seated at seminar tables. Whiteboard and projector supplied. Bring your own laptop, if needed. Most ingredients, supplies and materials are provided to you (submit request to Coordinator).

CLASSROOM AIDE: The classroom aide will orient you upon arrival and assist with whatever you need. Their job is to take good care of you!

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

SAMPLING EQUIPMENT & SUPPLIES: Exhibitors will be provided with 4oz plastic soufflé cups for samples. Backstage you will find refrigeration, ware-washing sinks, food prep surfaces and a water cooler. If preferred, exhibitors are welcome to bring branded sampling supplies for samples of 2-3 oz. volume.

DISPLAYS: Bring your flashiest, most fun table-top and free-standing display materials and props. Tablecloths are encouraged. Bring tabletop or freestanding easels to display your 2-D materials.

ELECTRICITY: If needed, please bring a 50 ft. minimum extension cable and a power strip.

DELIVERIES: From 8:30 am to 9:30 am, you can drive your vehicle right up to the building to drop off your cider and materials. A Delivery Pass is provided. To ship items to the Fairgrounds, please inquire.

ADVERTISEMENTS & FLIERS: You are encouraged to promote attendance to this event! 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: No direct sales of alcohol can be conducted in the classroom. However, producers may distribute purchasing information to guests, conduct wine club registration, facilitate online ordering, or similar.

CREDENTIALS: Use the Credentials Request Form to let us know how many people are coming in your group (all ages), and how many cars you will need to park during the day. We will provide you with all of the admission and parking credentials you will need for your day, and a delivery pass for morning move-in.

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

2026 California's Kitchen Ciderday Showcase Application

SUBMIT INFO TO: Michelle Johnson
mejohanson@calexpo.com
916.263.3189 *apply by phone*

California State Fair
1600 Exposition Blvd
Sacramento, CA 95815

Exhibitor Contact Information

Contact Full Name

Professional Title

Name of Business/Organization

Alcohol Beverage Control (ABC) Responsible Beverage Server Name and ID Number

Phone Number

Cell phone Number (*for day of presentation*)

Mailing Address

City

State, Zip Code

Email Address

Website

Are you also interested in leading a 20-minute cider-tasting class for up to 24 guests?

☐

Yes

☐

Maybe next time!

Credentials Request

ADMISSION CREDENTIALS: Allow entry for one person one entry into the fairgrounds. A handstamp is required for re-entry.

How many people will be in your group on July 25, 2026?

(List all participants on the Megan's Law Form)

PARKING PASSES: Allow one vehicle one entry into Exhibitor Lot Z. No in-and-out privileges.

How many vehicles will you park at the fairgrounds during the day?

DELIVERY PASSES: Allow one vehicle to enter Cal Expo Fairgrounds through Gate 12 at the corner of Ethan & Hurley Way, and drive right up to the Classroom in Building B to unload from 8:30am-9:30am.

How many vehicles are needed to deliver supplies and equipment?

CALIFORNIA EXPOSITION AND STATE FAIR

California's Kitchen

2026 Letter of Understanding

This Letter of Understanding is between CALIFORNIA EXPOSITION AND STATE FAIR, hereafter referred to as "Cal Expo" and _____ of _____
(Contact Full Name) (Producer Organization)

hereinafter referred to as "Demonstrator."

Under this agreement, Demonstrator will provide cider tasting and education about California grown cider for fair guests at the Taste of California Classroom in Building B, Cal Expo Fairgrounds, 1600 Exposition Blvd., Sacramento, CA 95815 on Saturday, July 25, 2026 from 4:00 pm to 8:00 pm.

Demonstrator will provide all of the following for the above stated demonstration:

1. Demonstrator agrees to arrive for check-in at the backstage area of the classroom at 3:00 pm to check in and set up their display before 4:00 pm.
2. Demonstrator agrees to staff their display and be open for public interaction from 4:00 pm and 8:00 pm on the day for the event.
3. All proprietary cider product necessary to provide 2-3 ounce samples for fair guests (estimated maximum 200 guests).
4. Demonstrator will adhere to all food safety standards, which are enforced by the Sacramento County Environmental Health Division.
5. Hard copies of any distributed materials to be handed out during the fair. Submit to the Program Coordinator.
6. Up-to-date registration as California Responsible Beverage Server, which is required by the Alcoholic Beverage Control (ABC), for anyone handling or serving alcohol.
7. A completed Megan's Law compliance form listing all individuals associated with the activities outlined in this agreement who will be backstage or interacting with fair guests.

Cal Expo will provide all of the following for the above stated demonstration:

1. Credentials for Fair entry, parking and any delivery appointments for above dates
2. Sampling Supplies: 4-ounce plastic soufflé cups
3. Use of classroom space to include: table and 2 chairs.
4. Access to classroom backstage area which includes: small storage area, refrigeration, food prep surfaces & dishwashing area.
5. One Cal Expo staff will be on location at the Taste of California Classroom during prep and open event hours to orient and assist as available.

Other Information

1. Cal Expo will have final say in exhibit presentation and content.
2. Demonstrator is encouraged to promote their participation through their own outlets, as desired. However, any use of the Cal Expo or California State Fair logos or artwork must be approved by the Cal Expo Marketing Department. Submit materials to the Program Coordinator.
3. Any food served to the public must be prepared in an inspected commercial kitchen, or on-site in the Taste of California Classroom food prep areas. No home-prepared or home-prepped food may be served. Contact the Program Coordinator to arrange sufficient on-site prep time, if needed.

Demonstrator and all participants agree to indemnify, defend and save harmless the State of California, California Exposition & State Fair, its officers, agents and employees from any and all claims and losses accruing or resulting to any and all contractors, subcontractors, suppliers, laborers, and any other person, firm or corporation furnishing or supplying work services, materials, or supplies in connection with the

performance of this Agreement, and from any and all claims and losses accruing or resulting to any person, firm or corporation who may be injured or damaged by the Demonstrator and/or the Demonstrator's paid or volunteer assistants in the performance of this Agreement.

Signature: _____
Demonstrator

Print Name: _____

Address: _____

Phone Number: _____

Email Address: _____

Signature: _____
Contracts Manager
California Exposition & State Fair

Date: _____

Cal Expo Fairgrounds
1600 Exposition Blvd.
Sacramento, CA 95815

CONTACT: Michelle Johnson
mejohanson@calexpo.com
916-263-3189

DO NOT EMAIL THIS FORM**Submit by post mail or submit info online at [Megan's Law](#)**

CA KITCHEN 420 – Ciderday!

**CALIFORNIA EXPOSITION & STATE FAIR
MEGAN'S LAW
(MULTIPLE APPLICANT)**

One of the fundamental responsibilities of the California Exposition & State Fair (Cal Expo) is to protect the public. In 1998, Cal Expo implemented a policy requiring that all persons conducting business with, employed by, or volunteering at Cal Expo shall provide the necessary personal information to enable their names to be searched through the Department of Justice's Megan's Law files. This file consists of records of individuals convicted of specific sex offenses who are required by Penal Code Section 290 to register as sex offenders.

Requesting Department Information

NAME	PHONE NUMBER	EMAIL
Michelle Johnson	916-263-3189	mejohanson@calexpo.com
DEPARTMENT REQUESTING INFORMATION		DATE OF REQUEST
Culinary Programs – Dept. 420		

MULTIPLE APPLICANT INFORMATION

THIS FORM MUST BE COMPLETED LEGIBLY, WITH ALL INFORMATION REQUESTED, OR IT WILL NOT BE ACCEPTED.
SUBMIT TO THE CAL EXPO PERSONNEL OFFICE PRIOR TO THE EVENT

COMPANY/ORGANIZATION/APPLICANTS NAME SUBMITTING:		PRODUCT/SERVICE PROVIDED:		
		Ciderday Presenter		
REPRESENTATIVE FULL NAME		PHONE NUMBER		
TYPE OF BUSINESS/GROUP/POSITION (CHECK ONE):				
CONTRACTOR CONSULTANT CONCESSIONAIRE ☒ EXHIBITOR TENANT VOLUNTEER OTHER:				
PRINT CLEARLY. ALL ITEMS MUST BE COMPLETELY FILLED OUT AND LEGIBLE.				
BY SIGNING BELOW, I CERTIFY THAT THIS IS AN ACCURATE LISTING OF ALL PERSONS SCHEDULED TO WORK/VOLUNTEER FOR LISTED ORGANIZATION WITH CAL EXPO. FAILURE TO COMPLY WILL BE CAUSE FOR REJECTION OF THE ENTIRE APPLICATION.				
REPRESENTATIVE SIGNATURE:		DATE:		
		____/____/____		
APPLICANT FULL NAME:		DATE:		
		____/____/____		
DATE OF BIRTH:	ZIP CODE:	DRIVER'S LICENSE/ID #:	ISSUING STATE:	PHONE NUMBER:
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DO NOT EMAIL THIS FORM**Submit by post mail or submit info online at [Megan's Law](#)**

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CA KITCHEN 420 – Ciderday!, continued

APPLICANT FULL NAME:					DATE:
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