

11TH ANNUAL SF CHEESE FEST

VENDOR PARTICIPATION

SATURDAY, OCTOBER 3, 2026
GOLD BAR DISTILLERY, SF



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SF CHEESE FEST

SF CHEESE FEST IS SAN FRANCISCO'S PREMIER CELEBRATION OF ARTISAN CHEESE, BRINGING TOGETHER HUNDREDS OF FOOD ENTHUSIASTS, INDUSTRY PROFESSIONALS, CHEFS, RETAILERS, PRODUCERS, AND TASTEMAKERS FOR AN UNFORGETTABLE EVENING OF TASTING, DISCOVERY, AND COMMUNITY. PRODUCED BY THE CALIFORNIA ARTISAN CHEESE GUILD, SF CHEESE FEST SHOWCASES THE EXCEPTIONAL CRAFTSMANSHIP OF CALIFORNIA'S ARTISAN CHEESEMAKERS WHILE SUPPORTING THE GROWTH AND SUSTAINABILITY OF THE STATE'S CHEESE COMMUNITY. PARTICIPATING BUSINESSES GAIN DIRECT ACCESS TO A HIGHLY ENGAGED AUDIENCE WITH A STRONG AFFINITY FOR PREMIUM FOOD, BEVERAGE, AGRICULTURE, AND LIFESTYLE BRANDS, CREATING MEANINGFUL OPPORTUNITIES FOR BRAND VISIBILITY, PRODUCT SAMPLING, CUSTOMER ENGAGEMENT, AND COMMUNITY IMPACT.

CACCG



THE CALIFORNIA ARTISAN CHEESE GUILD IS A CALIFORNIA-BASED NONPROFIT ORGANIZATION DEDICATED TO SUPPORTING AND STRENGTHENING THE STATE'S ARTISAN CHEESEMAKING COMMUNITY.

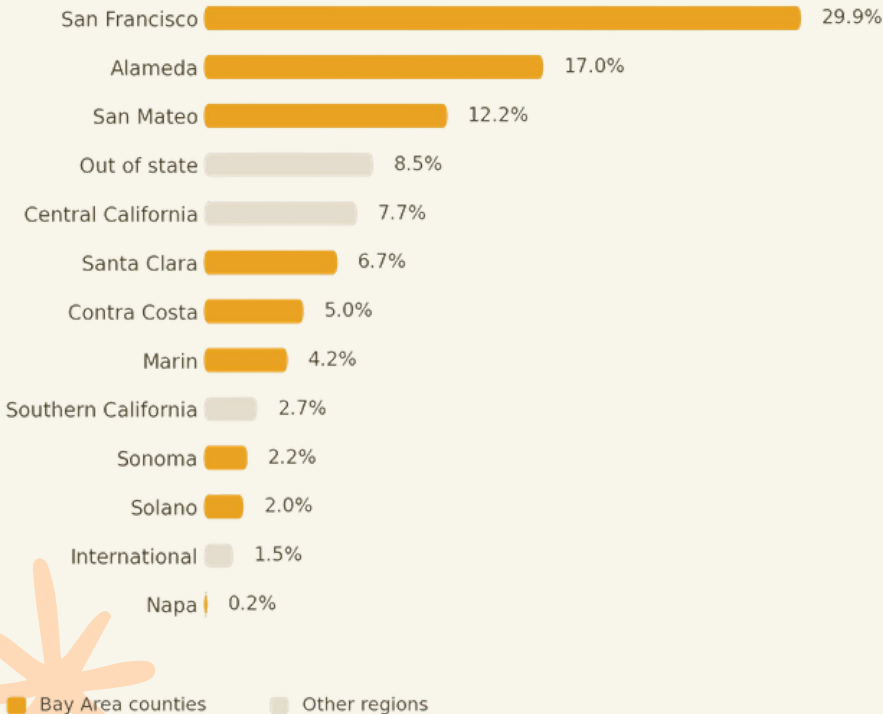
THROUGH EDUCATION, ADVOCACY, NETWORKING, AND COMMUNITY SUPPORT, WE BRING TOGETHER CHEESEMAKERS, CHEESE PROFESSIONALS, AND CHEESE LOVERS TO BUILD CONNECTIONS AND HELP THE INDUSTRY GROW. THROUGHOUT THE YEAR, WE HOST EDUCATIONAL PROGRAMS, INDUSTRY DISCUSSIONS, AND NETWORKING OPPORTUNITIES THAT ENCOURAGE COLLABORATION, KNOWLEDGE-SHARING, AND PROFESSIONAL DEVELOPMENT ACROSS THE ARTISAN CHEESE COMMUNITY.

FOUNDED IN 2006, THE GUILD IS ALSO THE ORGANIZATION BEHIND THE CALIFORNIA ARTISAN CHEESE FESTIVAL, AN ANNUAL CELEBRATION OF CALIFORNIA ARTISAN CHEESE AND THE PEOPLE WHO MAKE IT. THROUGH THE FESTIVAL AND OUR YEAR-ROUND PROGRAMS, WE WORK TO SUPPORT CHEESEMAKERS, EDUCATE CONSUMERS, AND PROMOTE THE CONTINUED SUCCESS OF ARTISAN CHEESE IN CALIFORNIA.



SFCF VENDOR FACT SHEET

2025 ATTENDEE DEMOGRAPHICS



PARTICIPATION IN SF CHEESE FEST IS A UNIQUE OPPORTUNITY TO SHOWCASE YOUR CRAFT TO A CURATED AUDIENCE OF BAY AREA FOOD + BEVERAGE ENTHUSIASTS WITH A PROVEN APPETITE FOR PREMIUM PRODUCTS. THESE ARE DISCERNING CUSTOMERS WHO ACTIVELY SEEK OUT EXCEPTIONAL FOOD, INVEST IN QUALITY, AND ARE LIKELY TO BECOME REPEAT CUSTOMERS AND LONG-TERM ADVOCATES FOR YOUR BUSINESS.

WHAT'S INCLUDED

- TABLES + LINENS
 - ONE 6-FOOT SERVING TABLE, LINEN
 - PREP TABLE, IF NEEDED
- TWO (2) STAFF PASSES
- BRAND RECOGNITION
 - YOUR COMPANY PROMOTED ON EVENT SIGNAGE + ONLINE SF CHEESE FEST VENDOR DIRECTORY
- COMPLIMENTARY ON-SITE STAFF PARKING
- ACCESS TO PROFESSIONAL EVENT PHOTO GALLERY, INCLUDING PRODUCT + CANDID SHOTS FOR USE IN MARKETING + PROMOTION

EVENT SCHEDULE

VIP

5PM - 5:30PM | WHISKEY TASTING WITH
GOLD BAR DISTILLERY

5:30PM - 6:00PM | EARLY ENTRY TO
CHEESEMAKER CELEBRATION

GENERAL ADMISSION

6:00 PM - 9:00 PM | DOORS OPEN TO
ALL GUESTS

VENDOR LOAD-IN

2PM - 4PM | EXACT DETAILS PROVIDED
UPON APPLICATION ACCEPTANCE

COST TO PARTICIPATE

GUILD MEMBER OR SPONSOR | FREE

NON-GUILD MEMBER | \$125

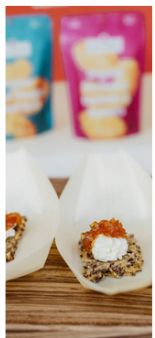
*REGISTRATION FEE WAIVED WITH
NEW GUILD MEMBERSHIP

SAMPLING REQUIREMENTS

VENDORS ARE ASKED TO PROVIDE
UNLIMITED SAMPLING THROUGHOUT THE
EVENT. PLEASE PLAN YOUR PRODUCT
QUANTITIES TO ALLOW FOR UNLIMITED
TASTINGS FOR APPROX. 500+ GUESTS
OVER A 3.5 HOUR EVENT PERIOD.

WE ASK THAT ALL SAMPLING PLATES +
UTENSILS BE COMPOSTABLE.

GUESTS WILL BE PROVIDED WITH A
TASTING GLASS UPON ENTRY FOR
BEVERAGE SAMPLING.
THIS IS A 21+ EVENT.



LOCAL RESTAURANT + CHEESE SHOP PARTICIPATION

THIS YEAR, WE'RE EXCITED TO PILOT A NEW PROGRAM DESIGNED TO FOSTER COLLABORATION BETWEEN CALIFORNIA CHEESEMAKERS AND LOCAL CHEESE SHOPS, RESTAURANTS, AND CULINARY PARTNERS. PARTICIPANTS ARE INVITED TO CREATE A CHEESE-FORWARD BITE THAT SHOWCASES BOTH THEIR UNIQUE CREATIVITY AND THE EXCEPTIONAL CHEESES BEING PRODUCED ACROSS CALIFORNIA.

TO SUPPORT THESE COLLABORATIONS, WE'RE HAPPY TO CONNECT INTERESTED PARTICIPANTS WITH A PARTICIPATING CHEESEMAKER. COLLABORATION OPPORTUNITIES ARE LIMITED, AND PRIORITY WILL BE GIVEN TO GUILD MEMBERS.