

Div 14: New Exhibit – Farm to Glass



Adding new plants provide color and beauty to space and created a calm and relaxing environment for the fairgoers, so they can take a break and have a drink before continuing to other attractions.





Above: Education signboards were placed around 4,500 square feet with learning opportunity for while fairgoers as their relaxed and ordered a beverage. *Below:* Areas set up for classes related to wines and beers, were also a creative way to offer a seat to rest as well as educate.





The display contained both educational signage as well as visual display objects.





Display collections appealed to all ages that highlighted the exhibit.





This exhibit adds to more sitting for fairgoers to relax and take a break before going to the next attractions.





Sales of product in the wine garden increased 132% higher than in 2016!



PDF Entry Information

Exhibitor Name: Don Callison

WEN: F349CE

Division: Section 2 - Innovation & Management

Class: 14 New Event, Exhibit or Program

Title: CA State Fair Inno&Mgmt Excell

Description:

Notes:

