

Experience

LOS ANGELES

Storytelling Through Food



a:

THE AVITAL PHILOSOPHY

Our mission is to help people experience the world differently through storytelling and food.

A COLLECTION OF EXPERIENCES

Each 4-course progressive meal starts with appetizers, then an entree and finally dessert with each course served at a different restaurant. Along the way, our expert guides will provide a snapshot of an iconic neighborhood by telling its authentic story through its people and great food (and drink, of course!) **#BuildAwesomeExperiences**

DISCOVER NEW PLACES & REDISCOVER OLD FAVORITES

We pride ourselves on working with the best quality restaurants in each neighborhood ranging from hidden gems to local favorites. Let us tell you their story! **#CreateCommunity**

QUALITY NOT QUANTITY

We choose restaurant partners for their quality and stories. Yes, you'll leave satisfied, but we want you to taste and experience food in a new way – and to us its about the quality and flavor — and quality isn't cheap. **#BreatheCuriosity**

BUILT BY LOCALS FOR LOCALS

Our goal is that someone who lives in Venice Beach comes on our Venice Progressive Meal and learns something about her own neighborhood – exploring her own backyard through curious eyes. Ask lots of questions and take the experience to new levels for yourself. **#SeizeOwnership**

BEST DARN GUIDES OUT THERE!

We are energetic, fun and quirky — and are ridiculously passionate about everything edible we put in our mouths. And most importantly, we will make you laugh! **#EmbraceQuirky**

A FEW OF
OUR CLIENTS:

Google

Genentech

yelp

Shutterfly

**“I CONTINUE TO RECEIVE
MANY COMPLIMENTS ABOUT
YOUR TOUR, AND MY TEAM IS
SAYING THIS IS PROBABLY THE
BEST TEAM BUILDING WE’VE
EVER HAD!”**

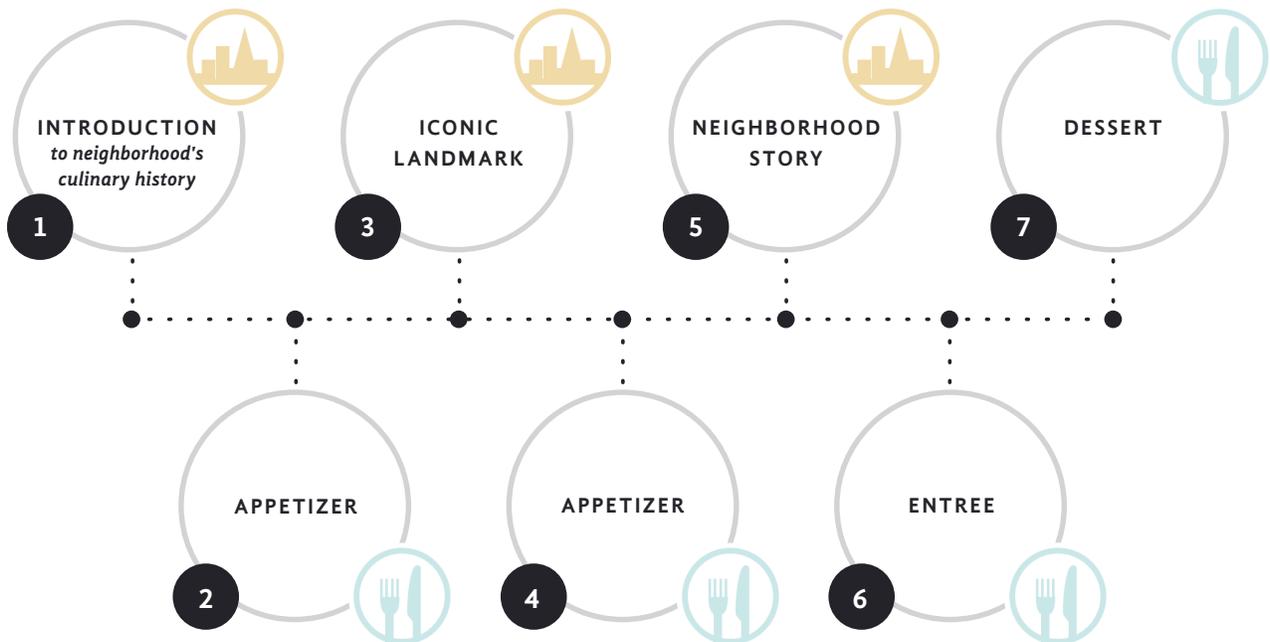
We really enjoyed every aspect of the tour, from your charisma and energy describing the murals, to the flavor and quality of the food and drinks at every stop. Thank you so much, for a wonderful event, and also the little detail of remembering how much Lee loves karaoke. ;-)

- NANCY SLATER, GENENTECH

HOW IT WORKS

- ✓ **3 HOURS**
- 📍 **4-COURSE PRIX FIXE MENU WITH GUIDE**
- 👥 **8-30 PEOPLE**

Our 4-course progressive meal visits 4 restaurants – two appetizers, one entree, and one dessert, with a sprinkling of culinary history and stories in between.



WHAT'S OUR VALUE:

- Expert and fun guide to tell culinary history and chef stories of the neighborhood
- Curated experience at LA's best restaurants
- Team Building facilitation with #EmbraceQuirky game
- Seamless Logistics where tables are reserved and guests are seated upon arrival and food is already ordered so you can focus on your colleagues
- Printed Map of Neighborhood restaurants in Venice Beach or DTLA
- Lifetime discount on all future public culinary experiences in SF and LA



VENICE BEACH FOOD TOUR

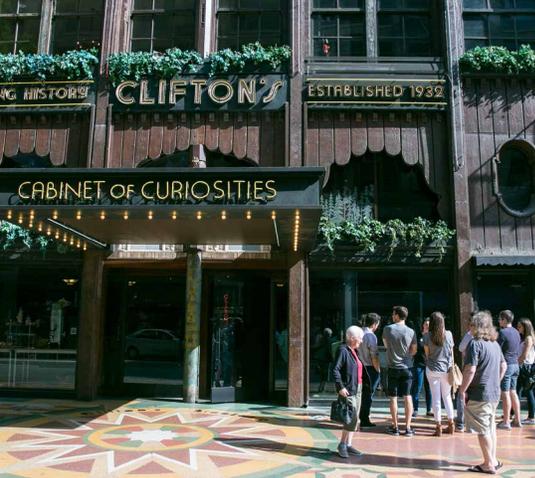
Explore Venice Beach — A neighborhood known for its artistic and bohemian counterculture vibe and its trendy innovative and creative restaurants.

POSSIBLE TASTINGS: (EACH TOUR VISITS 4 RESTAURANTS!)

- Sample delicious zucchini lasagna at Matthew Kenny’s Vegan restaurant – an homage to the healthy eating of the neighborhood in a hidden relaxing back garden (Plant Food + Wine)
- Delicious Burrata Toast at historic surfer hangout and local cafe helmed by Chef Jason Neroni (Rose Cafe)
- Decadent Lobster Roll with black truffles at seaside seafood house considered one of LA’s best under-the-radar restaurants (The Anchor)
- Two slices of delicious artisan pizza at Abbot Kinney’s most popular restaurant from local-venice resident chef Travis Lett (Gjelina)
- Seasonal Flatbread from innovative bakery cafe named #2 Top restaurant in the country from Bon Appetit Magazine (Gjusta)
- Go behind-the-scenes into a donut-making kitchen to watch a demo of how a donut is made and glazed, learn about Los Angeles’ donut obsession, while tasting their most popular LA exclusive flavor, the strawberry mojito donut (Blue Star Donuts)
- Learn about urban farming at Cook’s Garden while hearing about the famous chefs and restaurants they’re growing vegetables for. (Cook’s Garden)

OFFERED				
MON	TUE	WED	THU	FRI
	10am, 11am, 2pm, 3pm, 4pm, 5pm, 6pm			

Want a different start time or a weekend? Ask your private tour representative if we have a guide available for your experience.



DOWNTOWN LA FOOD TOUR

Taste the flavors of Downtown Los Angeles — A neighborhood boasting delicious ethnic eats, fascinating culinary history and incredibly captivating architecture.

POSSIBLE TASTINGS: (EACH TOUR VISITS 4 RESTAURANTS!)

- Braised taco flight of chicken mole poblano, steak picado and calabacitas tacos at authentic yet trendy Mexican restaurant (Guisados)
- Turkey Pot Pie made from the Original 1930s recipe inside the largest cafeteria in the world recently restored to its original glory and boasting one of the most theatrical dining experiences (Clifton's Cafeteria)
- Chef Avner Lavi's delicious seasonal pasta such as beet infused bucatini pasta with goat cheese and poppy at hidden gem pasta pop up (Cento Pasta Bar at Mignon)
- Savory Kibe and Pastel Portuguese croquettes at rustic Brazilian home cooked restaurant from chef Natalia - this is the authentic soul of Los Angeles (Woodspoon)
- Enjoy Momma's home cooking with a delicious bowl of pozole soup at one of Jonathan Gold's top 101 Los Angeles restaurants (Nickel Diner)
- Taste the original French Dip Sandwich, one of Los Angeles most iconic dishes invented in this historic 1908 restaurant (Cole's)
- Learn about different rice grains while tasting unique Bisteg rice bowl at hidden gem (Rice Bar)
- Go behind-the-scenes into a commercial kitchen and choose your own 2 flavors of ice cream, served with a waffle cone wedge at an environmentally friendly creamery where all ice cream is churned by bicycle (Peddler's Creamery)

OFFERED				
MON	TUE	WED	THU	FRI
10am, 11am, 2pm, 3pm, 4pm, 5pm, 6pm				

Want a different start time or a weekend? Ask your private tour representative if we have a guide available for your experience.

PRICING

VENICE BEACH

 **3 HOURS**

 **4 STOPS**

TOUR:

Tasting Option: \$79 per person

Deluxe Option: \$99 per person

PRIVATE TOUR GRATUITY:

\$14 per person (all inclusive)

2 DRINK ALCOHOL ADD ON:

Tasting Option: \$16 per person

Deluxe Option: \$28 per person

DOWNTOWN LA

 **3 HOURS**

 **4 STOPS**

TOUR:

Tasting Option: \$79 per person

Deluxe Option: \$99 per person

PRIVATE TOUR GRATUITY:

\$14 per person (all inclusive)

2 DRINK ALCOHOL ADD ON:

Tasting Option: \$16 per person

Deluxe Option: \$28 per person

MORE ADD ONS

- **Additional guide for groups over 16 guests:** \$150
- **Meet at Downtown LA Hotel before Downtown Experience:** \$150
- **Transportation:** Based on distance and time. Ask for quote.

FEES

- **\$150 rush fee** added for tours booked and paid for 2 weeks or less in advance.
- **\$10 charge per tasting for accommodating dietary restrictions** that were not previously reported 3 days prior to tour.
- **\$150 rescheduling fee** for changing tour date or tour start time or neighborhood.

FAQs

Do you accommodate dietary restrictions?

Yes, we are able to accommodate dietary with advance notice.

We are able to accommodate the following dietary restrictions on our tours: Vegetarian, Pescetarian, No Red Meat, No Pork, No Red Meat, No Seafood, Gluten Free and Pregnant guests. The Venice Beach Progressive meal is not recommended for gluten-free guests, though we will accommodate them.

We do not put our brand behind specific tastings for other restrictions including Vegan, Dairy-free, or other restrictive foodways such as paleo or macrobiotic diets, but we do our best.

While we love all the diverse ways folks choose to eat, we strive to highlight the very best and most distinctive food at each of our restaurants and sometimes there just isn't a "next-best" option.

Once the tour is booked, you will receive an email to report your dietary restrictions to us, which is due 3 business days before your tour.

Some people in my group don't drink alcohol. What should I do?

You have two options: 1) You can purchase the alcohol pairing for everyone in the group, and let us know how many people are not drinking as a dietary restriction, and we will have non-alcoholic beverages available (i.e. soda, juice, agua fresca, etc.) so that they can still cheers with the group 2) You can tell us the exact number of people who you want to pay for, and we will have that many pairings available. The other guests will have water available.

What is the difference between tasting and deluxe options?

We say that our 3-hour tasting tour is a light meal for an average sized eater, but if you want to have more than enough food or have some larger eaters in your group, we recommend our deluxe tour option with larger food portion sizes.

The alcohol tasting option is a small tasting at 2 restaurants that provides a perfect complement to your food for a cheers (but you will not feel drunk), while our deluxe option is 2 full-sized drinks so your group leaves a bit happier!

Please keep in mind that we are providing a culinary experience: a guide, seamless logistics and a space for curiosity and team building, among other things. If you are looking for a sit down meal where you are receiving dollar for dollar of food (i.e. tour is \$100, I want \$100 in food), then this is not the experience for you. We are happy to recommend private dining rooms in the area.

Can we order additional food and drinks on the tour?

We spend about 20-30 minutes at each restaurant which is not enough time to place an order, for the kitchen to make the food, and for the guest to eat it before we have to leave and head to the next restaurant. We encourage you to purchase the correct tasting or deluxe package for your group ahead of time.

FAQs (continued)

Do I choose my own restaurants?

Think of us as your personal culinary curator. Part of our job is to curate a fun and unique experience for our guests, taking into consideration your group goals. We choose your restaurants from our list of partners (all of the best in Los Angeles!) in order to provide a holistic story of the neighborhood telling both its culinary history and sampling its highlights. We also take into account your tour date, start time and group size. Some of our restaurants are tiny, so groups over 14 guests may not visit those restaurants. If you want to break up your larger group into 3 or 4 smaller groups to visit those restaurants, we can include a third or fourth guide for an additional fee.

We ask our guests to trust us - this is a fun eating adventure. We know when a restaurant owner or chef is at a specific restaurant, and will switch your route to give you the best possible experience.

If you want your final itinerary, you can email info@avitaltours.com 3 business days beforehand, and we will provide it to you.

Can I change my headcount once its booked?

Yes. At the time of booking, we ask for an initial headcount. This is the headcount that you are paying for and guaranteeing our restaurants. You may add up to 3 guests up to 3 business days before the tour. For example, if you have an estimated headcount of 15 guests, but think 1 or 2 people might not come, book for 12 guests and add more guests later. All tickets booked and paid for are non-refundable, so its easier to add a chair at our restaurants than take away, since that seat has been reserved for you for weeks at our restaurants.

How much walking is there?

Each route is about 1 mile to 1.5 miles long and mostly flat.

HOW DO I BOOK?

If you'd like to book a tour with us, choose from our menu of options and send to groups@avitaltours.com:

1. Tour date:
2. Tour start time:
3. Initial Headcount:
4. Tour Neighborhood (Venice Beach, DTLA):
5. Tour option (Tasting or Deluxe):
6. 2 drink Alcohol pairing (yes or no):
7. Alcohol option (Tasting or Deluxe):

WAHOO! YOU BOOKED! NOW WHAT?



TERMS & CONDITIONS

All information in this contract is subject to the following terms & conditions:

Payment: This document outlines the terms and agreement of payment. A 100% non refundable balance is required to hold the tour date and tour guide. We can accept all major credit cards or check.

Headcount: The final headcount is due 3 business days prior to the tour. You can add up to 3 guests up to three business days before the tour. Tour tickets already purchased are non-refundable.

Dietary Restrictions: Dietary restrictions are due 3 business days prior to the tour. If they are not accurately reported to us and changes must be made while on the tour, there will be an additional \$10 charge per tasting for that person since we will have to re-order additional food to accommodate them.

Incidentals: Your credit card on file will be charged post tour incidentals for re-ordered food and accommodations or fees.

Weather: The Client understands that the tour will run rain or shine. In the event of inclement weather, all efforts will be made by Avital Tours to minimize guest exposure to the elements. No discounts or refunds will be issued.

Mediation: If a dispute arises relating to this agreement, the parties will follow this procedure before pursuing any other remedy:

1. The parties will promptly meet to attempt in good faith to negotiate a resolution of the dispute.
2. If, within 30 days after that meeting, the parties have not resolved the dispute, they will submit the dispute to a mediator appointed by Avital Tours and both parties will bear the costs equally.
3. After a mediator is appointed, the parties will participate in good faith in the mediation. If the dispute is not resolved within 30 days, it will be settled by arbitration and judgment upon the award rendered by the arbitrator may be entered in any court having jurisdiction.

Cancellations: Client cancellation, rescheduling, or postponement for any reason of a program within 3 business days of the tour is subject to a 50% non-refundable booking fee. In the unlikely event that Avital Tours must cancel the scheduled event date the Client may either:

1. Receive a refund of all payments made to Avital Tours for this scheduled event. Avital Tours will fully refund monies owed within 2 weeks of the cancellation, thereby releasing Avital Tours of further liability to perform the services outlined in the original contract. OR
2. Reschedule the program. If the client chooses to reschedule at the time of the cancellation, payments made to Avital Tours for this scheduled event will not be refunded and will apply as payment towards the program on the rescheduled date. The remaining total balance is due upon receipt of services.

Liability Release: The Client hereby voluntarily releases, discharges, waives and relinquishes any and all actions or causes of action for personal injury, property damage or wrongful death occurring to any participants arising as a result of engaging in [or receiving instructions in] the Avital Food Tour or activities incidental hereto, wherever or however the same may occur and for whatever period said activities, or instructions may continue, and the Client, does for him/herself, his/her heirs, share holders, executors, administrators and assigns hereby release, waive,

discharge and relinquish any action or causes of action, aforesaid, which may hereafter arise for the Client, and agrees that under no circumstances will he/she or his/her heirs, executors, administrators and assigns prosecute or in any way whatsoever, present any claim for personal injury, property damage or wrongful death against Avital Tours, or any of its officers, agents, servants or employees.

The Client shall indemnify and hold harmless Avital tours, its officers, directors and employees from any and all claims, liability, damages, costs or expenses that may incur as a result or in connection with any claim, demand, action or other proceeding arising from the actions of the Client or any third party retained or utilized by the Client in connection with the performance of Avital Tours and it's services.

The Client acknowledges that he/she has read the foregoing two paragraphs of the liability release, has been fully and completely advised of the potential dangers incidental to engaging in an Avital Tour, and is fully aware of the legal consequences of signing this instrument.