



OC FAIR & EVENT CENTER
 Costa Mesa, California
 October 28 & 29, 2017
 11AM - 6PM
 #SOCALVEGFEST



About SoCal VegFest

Welcome to the 3rd Annual SoCal VegFest, a one-of-a-kind event designed to engage curiosity and inspire consciousness in people of all ages.

This event-not-to-miss will include free plant-based food samplings, musical entertainment, guest speakers, cooking demonstrations, raffles, interactive booths, food vendors, humane organizations, an enjoyable children's area with a variety of engaging opportunities especially for kids, and more.

The purpose of SoCal VegFest is to introduce Southern Californians and others to the benefits of healthy conscious living. Our goal is to inspire and support anyone who wants to learn more about living a more healthy, environmentally friendly, and compassionate life.

The SoCal VegFest is run by dedicated volunteers as a project of Animal Protection and Rescue League (APRL), a 501(c)(3) Nonprofit Organization.

VeganPrinter
 Printed on 100% recycled paper with vegetable-ink.

COOKING DEMO STAGE

SATURDAY, 28th

12-1pm

Lemel Durah
(Compton Vegan)
Sweet Potatoes and Kale



1-2pm

Joni Marie Newman
(Just Food)
"The Monte Cristina" aka Monte Cristo's spicy, sassy cousin.



2-3pm

Rod Rotondi
(Leaf Cuisine)
Tasty (and easy) raw dishes featuring Leaf Cuisine products



3-4pm

Chef AJ
(Eat Unprocessed)
Cauliflower Risotto
Sweet Potato Stacks.



4-4:30pm

Cup Cake Contest Announcement



SUNDAY, 29th

12-1pm

Gwenna Hunter
(Vegans of LA)
Waldorf Chick-un Salad



1-2pm

Jackie Sobon
(Vegan YackAttack)
Jackfruit Chili Verde from her cookbook
Vegan Bowl Attack



2-3pm

Chef Tanya
(Chef Tanya's Kitchen)
Middle East Cauliflower Feast with Pomegranate Tahini



3-4pm

Brian Manowitz
(Black Metal Chef)
Buffalo Seitan Bites with Vegan Ranch Dressing and Vegan Pasta Alfredo



4-5pm

Jenne Claiborne
(Sweet Potato Soul)
Maple Mustard Tempeh Buddha Bowl Salad



SPEAKER STAGE

SATURDAY, 28th

11:10 - 11:45pm
Vegan Spirituality Panel
(Alan Dale, Lisa Levinson, Deanne Thomsen)
 Moderator: Frank Lane



Compassion and ethical treatment of animals is a topic of massive interest to persons of faith. Presenting views & Q/A from 4 major religions: Christian, Jewish, Buddhist, and Interfaith.

11:50 - 12:20pm

Adam Sud
 "Take charge of your health, life, and the health of the world you live in with a whole foods, plant-based lifestyle"



Learn how Adam harnessed the power of plant-based nutrition to save his life and help others along the way.

12:30 - 1:20pm

Animal Rights Panel
 Amy Jean Davis, Shaun Monson
 Moderator: Jane Velez Mitchell



Jane Velez Mitchell will lead a dynamic discussion with Amy Jean Davis and Shaun Monson regarding current animal cruelty issues and how we can address them.

1:30 - 2:30pm

Dr. Joel Fuhrman
 Keynote Speaker
 "Fast Food Genocide"



Learn what's at stake and how a Nutritarian diet can launch our disease-ridden society back onto the path of health and longevity.

2:35 - 3pm

Dr. Andy Mars
 The World Needs More C.H.I.P.S.



Dr. Andy Mars, Ph.D., will share one of his many meaningful lessons for kids that will empower and inspire us all on how we can be more productive and effective vegans now for a better tomorrow.

3 - 3:30pm

Marco Antonio Regil
 (Television personality, public speaker & activist)



Learn how this international television personality, growth coach, and public speaker uses his entertainment to advance his activism.

3:30 - 4:30pm

Animal Rights Legislation Panel
 Judie Mancuso, Simone Reyes, Scott Davis, Bryan Peace
 Moderator: Jane Velez Mitchell



Jane Velez-Mitchell will moderate an expert panel with Judie Mancuso, Simone Reyes, and Scott Davis to discuss the latest in animal rights legislation, and what we can do to further the cause.

4:35 - 5:15pm

Chef AJ
 "Eat Up, Slim Down and Get Healthy - The Secrets to Healthy Vegan Weight Loss"



5:15 - 6pm

Sid Garza-Hillman
 Making the Trade: Perceptions of Restriction in the Vegan Lifestyle



In this humorous, highly accessible talk, Sid takes on the notion that 'giving up' animal foods is somehow a restrictive move. His mission is to provide a successful mindset that can be formed long before dietary changes are made...

SUNDAY, 29th

11:10 - 11:25am



Genesis
 This 10-year-old knows where those dino nuggets really come from. Learn how this little girl is making a big impact in promoting the vegan lifestyle.

11:45 - 12:10pm



Sid Garza Hillman
 A parent of three 100% vegan children (including 8 year old twins!), Sid relates his practical, real-life tools to help parents raise not only healthy, but happy plant-based children in a very non-plant-based world.

12:15 - 1:15pm



Vegan View
 Sweet Potato Soul, Nisha Balsara, Nicole Vranjican, Dani Lauren, and Hannah Hagler

Popular vegan YouTubers and bloggers get down to real talk with a live morning show style panel to discuss how veganism has affected cultures, traditions, and relationships.

1:20 - 2:20pm



Dr. Joel Fuhrman
 Keynote Speaker
 "Slow Aging and Prevent Cancer"

Learn how to incorporate nutrient-dense foods into your diet to reap the benefits of smart, science-based nutrition.

2:30 - 3:30pm



Vegan Athlete Panel
 John Lewis (Bad Ass Vegan), Dominick Thompson and Brian Turner

Dreaming of that six pack? Plant-based athletes John Lewis, Dominick Thompson, and Brian Turner will share their secrets to achieving optimum fitness on a vegan diet.

3:35 - 4:15pm



Koi Fresco
 Compassion for animals is one of the pillars of many eastern philosophies. Find your path to a more enlightened life through Koi's inspiring spiritual teachings.

4:15 - 5:15pm



Vegan Couples
 Ryan & Angi (Happy Healthy Vegans) / Brian Turner & Sammy Grimes. Moderator: Basic Vegan Babe

Vegan power couples (Happy Healthy Vegans, Brian Turner and Sandy Grimes) will discuss how they found their vegan mate, moderated by Basic Vegan Babe.

MAIN STAGE ENTERTAINMENT

SATURDAY, 28th

11am
Abby Lodmer - MC

11:00 ~ 12:30pm
DJ DREZ & YOGA
 "DJ Mixes"

12:40 ~ 1:10pm
SPIRIT SOUL & FRIENDS
 A MUSICAL PEACE TROUPE

1:20 ~ 1:50pm
REM J EXPERIENCE
 (Theatrical tribute Act To Michael Jackson)

2:00 ~ 2:45pm
ZAR
 (DJ)

3:25 ~ 3:55
SETAREH - COMEDienne

4:25 ~ 5:25pm
Collet Carr
 (Band /Dancers)

SUNDAY, 29th

11am
Abby Lodmer - MC

11am ~ 11:30pm
ANNETTE COLON
 (Vegan Musician - AmeriFolk Rock)

11:40pm ~ 12:10pm
GIDON
 (Band)

12:20pm ~ 12:50pm
MALIK
 (Band)

1:00 ~ 1:30pm
PIEL
 (Band)

1:50pm ~ 2:50pm
LUMINARIES
 (Band-Headliner)

3:10 ~ 4:55pm
VALIDA - KCRW RADIO
 (DJ)

5:05 ~ 5:35pm
GREY



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ROW A	CATEGORY
1. Golden Rabbit Rescue.....	Non-Profit
2. Sale Ranch Sanctuary.....	Non-Profit
3. Pet Adoption of OC.....	Non-Profit
4. Sam Vegan Life.....	Apparel/Accessories
5. Serenity Designs OC.....	Apparel/Accessories
6. Liz Soto Handbags.....	Apparel/Accessories
7. 1 Thess.....	Stationery
8. Lakanto.....	Foods
9. HFS Collective.....	Apparel/Accessories
10. Humane Project.....	Apparel/Accessories
11. David Sheldrick Wildlife Trust.....	Non-Profit
12. Revive Kombucha.....	Foods
13. Melinda's Organics.....	Foods
14. Sun Warrior.....	Foods
AUTHOR'S BOOTH	
CUPCAKE COMPETITION (SATURDAY)	

ROW B	CATEGORY
1. Eco Dog Care.....	Pets
2. Cooking For Health.....	Health
3. Humanity for Animals.....	Non-Profit
4. Alaluck Apparel.....	Apparel/Accessories
COOKING DEMO	
5. Better Eating International.....	Non-Profit
6. Animal Place.....	Non-Profit
7. Buteyko Breathing.....	Personal Health
8. Lucky Foods.....	Foods
9. Cohn Health Institute.....	Personal Health
10. Miyoko's Kitchen.....	Foods
11. Vegan Printer (Sponsor)	
12. Stanford Inn (Sponsor)	
13. Crio Bru.....	Foods

ROW C	CATEGORY
1. Organifi (Sponsor)	Health
2. Ric O'Barry's Dolphin Project.....	Non-Profit
3. Evoke Healthy Foods.....	Foods
4. PunkRock Lab.....	Foods
COOKING DEMO	
5. Be Leaf Company.....	Foods
6. MitoLife.....	Health
7. Purium.....	Health
8. Tastemaker Apparel.....	Apparel/Accessories
9. Jackfruit Co.....	Foods
10. Real Food for Dogs.....	Pets
11. Happy Healthy Vegans.....	Apparel/Accessories
12. Vegan Smart.....	Health

ROW D	CATEGORY
1. Animal Protection & Rescue (Sponsor).....	Non-Profit
2. Fauna Foundation.....	Non-Profit
3. Mystic Water Kava Bar.....	Beverage
4. Loveland Sanctuary.....	Non-Profit
5. Noosh Brands.....	Foods
6. Leaf Cuisine.....	Foods
7. Black Metal Chef.....	Apparel/Books
8. Love and Snow.....	Beauty Care
9. Life Improvement Center of OC.....	Non-Profit
10. Keepsake Kisses by Maggie.....	Apparel/Accessories
11. Brewtique.....	Beverage
12. El Machete.....	Foods
13. Compassion Over Killing.....	Non-Profit
14. Good Farms.....	Beverage
15. Crazyies & Weirdos.....	Apparel/Accessories
16. GT's Kombucha (Sponsor)	Beverage

ROW E	CATEGORY
1. Sea Shepard.....	Non-Profit
2. Rickaroon.....	Foods
3. SaladCosmo.com.....	Foods
4. Leclairer.....	Personal Health
5. Fruit Stop.....	Foods
6. Bubble Gum Pink.....	Apparel/Accessories
7. Animal Equality.....	Non-Profit
8. Bare Naked Botanicals.....	Personal Health
9. Vegan Power Co.....	Apparel/Accessories
10. Imperfect Produce.....	Foods
11. LA Animal Save.....	Non-Profit
12. Maxine's Heavenly Cookies.....	Non-Profit
13. Orgain.....	Health
14. Gentle Barn.....	Non-Profit
15. Beet x Beet.....	Apparel/Accessories
16. doTerra.....	Health
17. Chablee.....	Apparel/Accessories

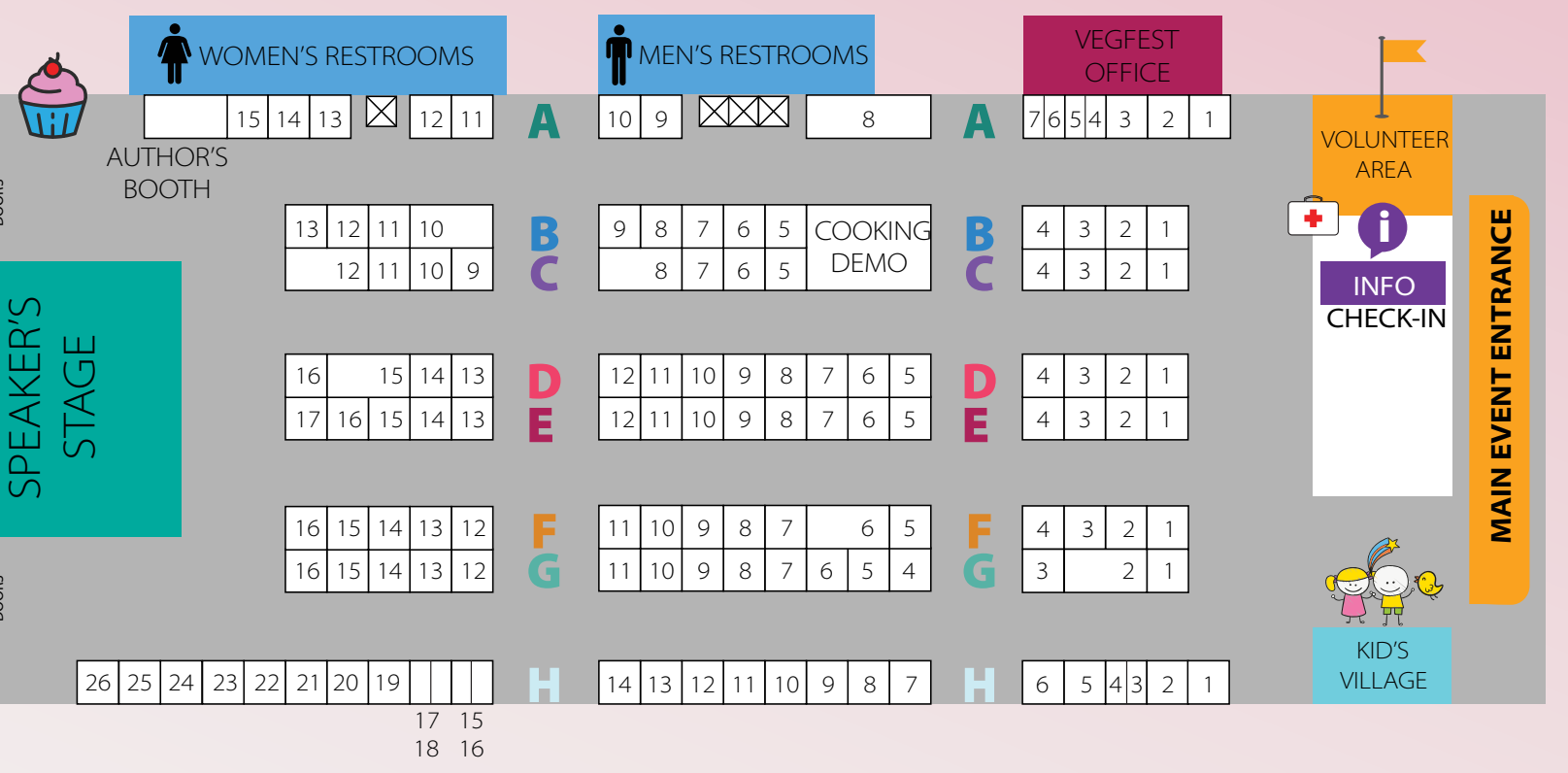
ROW F	CATEGORY
1. Herb/Orchard.....	Beverage

Legend

Bathroom	Grass Area	First Aid
Food Court	Concrete Path	Info Booth
Yoga	Food Truck	Cupcake Competition



CELEBRATING HEALTHY EATING & CONSCIOUS LIVING



ROW F	CATEGORY
2. NaninaRa Healing Arts.....	Personal Health
3. Sprouts.....	Grocery
4. Living Temple.....	Personal Health
5. BN Labs (Sponsor)	Health
6. Vegans Rock Apparel.....	Apparel/Accessories
7. Nelly's Organics.....	Dessert/Appetizer/Snack
8. Jada Spices.....	Foods
9. David's Natural Toothpaste.....	Personal Health
10. Victoria Bakery.....	Foods
11. Baby N'anya.....	Apparel/Accessories
12. MaeMae Jewelry.....	Apparel/Accessories
13. Juice Plus/TowerGarden.....	Gardening
14. Raw Juicery.....	Beverage
15. Nature's Charm.....	Foods
16. Indi Ary.....	Beauty Care

ROW G	CATEGORY
1. IDA.....	Non-Profit
2. Spirital Panel Tables.....	Spiritual
3. Arbonne.....	Beauty Care
4. Lightlife Foods.....	Foods
5. Vital Hemp.....	Foods
6. Glyde.....	Personal Health
7. Better Beans.....	Foods
8. Sun Chorella.....	Foods
9. Upper Cervical Health Care.....	Personal Health
10. Plant Faced Clothing.....	Apparel/Accessories
11. Unisoj.....	Foods
12. VegInOC.....	Beauty Care
13. Proper's Pickle.....	Foods
14. The Underground Faction.....	Foods
15. Doshi FCSA.....	Apparel/Accessories
16. Green Regimen.....	Health

ROW H	CATEGORY
1. PETA.....	Non-Profit
2. Campus Coalition.....	Non-Profit
3. ASPCA.....	Non-Profit
4. Too Much Plants OC.....	Gardening
5. Farms for Good.....	Gardening
6. Xinampa Farms.....	Gardening
7. Dr. Pietro Rotondi Foundation.....	Non-Profit

ROW H	CATEGORY
8. Farm Fresh to You.....	Foods
9. Welcome Home for Soliders.....	Non-Profit
10. LuLaRoe.....	Apparel/Accessories
11. Sun Run.....	Service
12. Citizen's Climate Lobby.....	Non-Profit
13. Hands for Africa.....	Non-Profit
14. Infinite Sauces.....	Food
15. PRISM.....	Non-Profit
16. OC Animal Save.....	Non-Profit
17. Turtle Island Restoration Network.....	Non-Profit
18. Green Peace.....	Non-Profit
19. KAWI Foods.....	Foods
20. ISKCON of Laguna Beach.....	Non-Profit
21. Timolino.....	Drinkware
22. Koda Shirt.....	Apparel/Accessories
23. Lori's Original Lemonade.....	Beverage
24. Wibi Activewear.....	Apparel/Accessories
25. Drink Koia.....	Beverage
26. Ora Organic.....	Health

ROW K	CATEGORY
1. Vegan Dots.....	Dessert/Appetizer/Snack
3. Los Colorines.....	Dessert/Appetizer/Snack
4. Imuraya.....	Dessert/Appetizer/Snack
5. Ojuko.....	Beverage
6. AFC Soy Foods.....	Dessert/Appetizer/Snack
7. Best Gumbo.....	Full Meal

ROW L	CATEGORY
1. CowHugger.....	Apparel/Accessories
2. Easy Organics.....	Beauty Care
3. Immortal Apparel.....	Apparel/Accessories
4. Skinny Dipz.....	Dessert/Appetizer/Snack
5. Brad's Raw Chips.....	Dessert/Appetizer/Snack
6. Luscious International.....	Beauty Care
7. Norwex.....	Household
8. Winning USA.....	Games
9. Kelly's Croutons.....	Dessert/Appetizer/Snack

ROW M	CATEGORY
1. Buddhist Tzu Chi.....	Full Meal

ROW M	CATEGORY
2. Krishna Kitchen.....	Full Meal
3. Devi's Donuts.....	Dessert/Appetizer/Snack
4. Hug Life.....	Dessert/Appetizer/Snack
5. Erva Yerba Mate.....	Beverage

ROW N	CATEGORY
1. Energy Smoothie Bar.....	Dessert/Appetizer/Snack
2. Eat. Love. Yoga.....	Dessert/Appetizer/Snack
3. The Vegan Tamale Company.....	Full Meal
4. Baby Love Sweetery.....	Dessert/Appetizer/Snack
5. Mighty Foods.....	Full Meal
6. AB Sorbets.....	Dessert/Appetizer/Snack
7. Veganation.....	Full Meal

ROW P	CATEGORY
1. Cena Vegan.....	Full Meal
2. Coco Bella Creamery.....	Dessert/Appetizer/Snack
3. Southern Fried Vegan.....	Full Meal
4. The Abbots Butcher.....	Full Meal
5. Mama Tamales International.....	Full Meal
6. Scandyous Delights.....	Dessert/Appetizer/Snack
7. Pooja Cuisine of India.....	Full Meal
8. Rock & Roll Pizza.....	Full Meal

FOOD TRUCKS	CATEGORY
T1. The Falafel Factory.....	Full Meal
T2. Fiesta Gourmet.....	Full Meal
T3. Guasaveroll.....	Full Meal
T4. MexVegana.....	Full Meal
T5. Falasophy.....	Full Meal
T6. Sage.....	Full Meal
T7. Sage.....	Full Meal
T8. GT's Kombucha (Sponsor)	Beverage
T9. Naked Juice (Sponsor)	Beverage
T10. Perfect Juice.....	Beverage

VIP AREA	CATEGORY
1. Ketel One Vodka (Sponsor)	Beverage
2. Tesla, Inc.	Auto

A Breakdown of Our Brew

Bringing Beautiful Living Things Together.

General Information

ATM Machines - There will be ATM machines will be available on site. Vendors will accept either cash and/or credit. Not all vendors accept credit cards.

Let your friends know how much fun you're having at SoCal VegFest! Tag your photos **#socialvegfest**.

THINGS TO LOOK FOR!
Main Entertainment Stage is outdoors - full of live music.

Speaker's Stage is indoors - Learn what the pros have to say! Limited seats available.

Cooking Demo - Want to learn how to make & taste some delicious vegan food? Check out our wonderful chefs' demos!

Yoga - Love yoga? You won't be disappointed by our variety of demonstrations & classes throughout the weekend.

Kids Village - Got kids with you? Head over to our kids village where they can play a variety of games, do arts and crafts, and meet other kids.

Cruelty-Free Marketplace - Shop to your hearts delight. We have a wide variety of indoor & outdoor vendors selling and sampling their food/non-food products. Check out our many non-profit groups and learn more about their cause or help support your favorite group.

Pet Adoptions - Save a life and adopt a new furry companion! We will have several rescue groups doing pet adoptions all weekend.

Halloween Costume Contest - Theme "WE LOVE ANIMALS" (Sunday only) - Sign up to enter Halloween costume contest at the Info booth. All ages are welcome to enter. Prizes will be awarded to the winners.

Cupcake Contest - Enter to win our Best Vegan Cupcake contest on Saturday. Categories include Professional & Amateur.

Food Allergen Posters - For each food vendor, there is a food allergen guide on gluten free, nut free, soy-free, and free of garlic/onion/asafetida/leeks/chives.