



# STREET FOOD FESTIVAL

## EAT TO YOUR CART'S CONTENT

*Getting hungry?* [La Cocina](#) is proud to announce the fourth edition of the [San Francisco Street Food Festival](#); a festival that brings micro-entrepreneurs, informal food vendors and renowned chefs together to celebrate and promote great street food, true entrepreneurial spirit and vibrant communities here in the Bay Area. Once again, the event has grown to meet demand, with a larger footprint, bigger bars and exciting new vendors with incredible food. This year's festival will be a four day-long series of events.

### **\*\* August 17th: San Francisco Night Market**

Festivities will begin with the [The San Francisco Night Market](#), a special kick-off event the night before the festival, reminiscent of the nighttime markets in Bangkok or Singapore, complete with music, dancing, drinks, twinkling lights and the enjoyment of many global flavors.

It will be held on August 17 from 4 p.m -9 p.m at Alemany Farmer's Market. It is a \$25 pre-ticketed event, serving as an important fundraiser for La Cocina. Ticket holders will receive a ticket to the event and a gift bag, filled with all kinds of fun things.



### **\*\* August 18th: San Francisco Street Food Festival**

After an extraordinary and magical night, the [San Francisco Street Food Festival](#) will be held on August 18th from 11 a.m. until 7 p.m. in the Mission District on Folsom St. between 20th St. to 26th St. and 21st St. to 25th st. between Shotwell and Treat St. Admission is free and open to the public with all food priced below \$8 and half for less than \$3.

### **\*\* August 19th-20th: La Cocina's Food & Entrepreneurship Conference**

The third event that follows is [the La Cocina's Food Entrepreneurship Conference](#), a two day conference

where food enthusiasts, entrepreneurs, policy makers, nonprofit organizers and volunteers, city government officials and media come together to discuss food, community and entrepreneurship. It will be held on August 19th and 20th. All the proceeds of these events will benefit La Cocina.





*La Cocina* is a ground-breaking business incubator and works with low-income women and immigrant entrepreneurs on a day-to-day basis to break down the barriers they face in entering the food industry. The San Francisco Street Food Festival is an extension of this work and an opportunity for our incubator participants to cook alongside the most well-known chefs in the Bay Area.

The festival gives them the opportunity to showcase their amazing food to upwards of 80,000 people, all within a context our participants know best: the streets of San Francisco's Mission District. *La Cocina*, as an organization, believes that really wonderful chefs can and should be able to make a living doing what they love to do, and that good food is always at the heart of community.

Caleb Zigas, Executive Director of *La Cocina* explains: *"The San Francisco Street Food Festival is a showcase for talented chefs who don't always get the recognition they deserve and to challenge some of those who do bring it as hard as they can. Walking the festival means tasting the food of women entrepreneurs who are part of La Cocina's Incubator program, like Veronica Salazar, a Mexican home cook who has gone brick and mortar, Azalina Eusope, a fifth generation Malaysian street food vendor or Lali Gonshi, a Georgian home cook looking to turn the meals she makes for the small Georgian community here into a living."*

Zigas continues, *"These talented women are cooking next to names like Charles Phan, Thomas McNaughton and Nom Nom Truck as they bring the best of what they do to the same street for the same price. Ultimately, this is not just another food event, but a place and time when the best of all food worlds converge, and the customer wins."*

San Francisco's "biggest culinary event", according to San Francisco Weekly, brings 80,000 people to 8 blocks in the city's hip Mission District to celebrate the talents of culinary entrepreneurs. In its 4th year, the SF Street Food Festival has galvanized a national movement while, at the same time, keeping a focus on small business and local economies with regional and national impact. Partnering with Dominic Philips Event Marketing (Slow Food Nation, SF Chefs, etc.) on the event side and well-known chefs like Traci des Jardins, Craig Stoll, Charles Phan and Suvir Saran indicates the quality of this event as it matures.

The festival will feature more than 70 vendors including San Francisco's most well-known restaurants, food trucks, carts, home cooks, James Beard award winners, Michelin starred chefs, visiting vendors from five bustling food metropolises and 33+ of *La Cocina*'s own program participants. Returning for their fourth year, Rye on the Road will pour beer and create cocktails with Espolon, Flor de Caña and Wild Turkey, not to mention serve beautiful Jello shots from *La Cocina*'s own Sweets Collection.

Mark your calendars now because you won't want to miss this food extravaganza!





## HIGHLIGHTS OF THE EVENT

### *July 26th: Media Dinner*

Please join us on July 26th from 6-9 p.m. at Fort Mason Center for a private *invitation-only* media dinner hosted by [La Cocina](#).

Get a sneak-peak of the menu items from vendors participating in this year's [San Francisco Street Food Festival](#). Plus, build your list of SF Street Food festival must-eats to share with readers!



Please contact Margarita Rojas at [margarita@lacocinasf.org](mailto:margarita@lacocinasf.org) to RSVP!

### *August 17th: Night Market*

[The San Francisco Night Market](#) will be the kick-off for the festivities of all things street food.

The food vendors will include local chefs of all stripes and also guest chefs that will partner with La Cocina participants to create innovative, delicious dishes, available only at this event.

**How much:** \$25. [Click here to buy your ticket.](#)

**Where:** Alemany Farmers' Market.



### *August 18th: San Francisco Street Food Festival*

Entrance is free and passports are available on the website for savings on food. All of the best food from the Bay Area and beyond. Don't just read about it. Come taste it. And leave your cart in San Francisco!

Passports for La Cocina's San Francisco Food Festival range from \$25-\$150 and [can be purchased in advance](#), saving money and time on the day of the event.



### *August 19<sup>th</sup> & 20: La Cocina's Food & Entrepreneurship Conference*

A two day conference where food enthusiasts, entrepreneurs, policy makers, nonprofit organizers and volunteers, city government officials, and media come together to discuss food, community, and entrepreneurship!

Click [here](#) to buy your tickets now!

#### **About La Cocina:**

[La Cocina](#) is a non-profit food business incubator that provides affordable commercial kitchen space and technical assistance to low-income and immigrant entrepreneurs who are starting, launching or growing food businesses. [La Cocina](#) creates avenues for economic self-sufficiency through food businesses and places a priority on women-owned and immigrant-owned businesses.

