EAT TO YOUR CART'S CONTENT

Getting hungry? La Cocina is proud to announce the 5th 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 three-day series of delicious events.

** August 16th: 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 of Bangkok, Beijing, and Mexico City, complete with music, dancing, drinks, twinkling lights and flavors from every corner of the globe.

In addition to food, music, and drinks, this year La Cocina is thrilled to welcome cultural games and activities to the Night Market. The games include familiar childhood favorites to more adventurous activities - from cornhole and skee ball in the North American station, Berlin-style ping pong in the Eastern European station, backgammon and a hookah lounge in the Middle Eastern station, and so much more. This new feature of the Night Market is intended to highlight the sense of community around food and recognize the many cultural influences on the food and the Night Market itself.



The Night Market will be held on Friday, August 16 from 4 p.m - 10 p.m at Alemany Farmer's Market. The first 2 hours will be for VIPs and the press. It is a \$35 pre-ticketed event, serving as a fundraiser for La Cocina, the festival organizer and kitchen incubator. Ticket holders will receive a ticket to the event and a gift bag, filled with memorable souvenirs of an unforgettable night.

** August 17th: San Francisco Street Food

After an extraordinary and magical night, the San Francisco Street Food Festival will be held on August 17th from 11am until 10pm 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 at just \$8 for larger plates and \$3 for smaller bites.

** August 18th: La Cocina's Food & Entrepreneurship Conference

The final event of the weekend is La Cocina's Food Entrepreneurship Conference, a national conference where food enthusiasts, entrepreneurs, policy makers, nonprofit organizers and volunteers, city government officials, and media come together to discuss food, community and entrepreneurship over brunch with bottomless beverages and a series of panels related to food and entrepreneurship. This year, the conference will be held on August 18th, with all proceeds benefiting La Cocina. Last year's conference sold out so don't delay!





The 5th Annual San Francisco Street Food Festival Returns to Folsom



San Francisco's most-anticipated summer event returns to the Mission District this year with more vendors, more streets, and more eats on Saturday, August 17th, 2013.

As in past years, the festival will feature over 30 vendors from La Cocina, the festival organizer and a ground-breaking kitchen incubator located in the Mission District. With the support of local food industry leaders, La Cocina provides shared resources, market opportunities, access to capital, and industry-specific technical assistance to low-income women and immigrant entrepreneurs who are launching, growing and formalizing food businesses.

The San Francisco Street Food Festival is an extension of La Cocina's work, providing program participants with market access to over 80,000 festival attendees, and an opportunity for incubator participants to cook alongside the most well-known chefs in the Bay Area. The festival gives La Cocina's program participants the opportunity to showcase their amazing food for old and new fans, all within a familiar context: the streets of San Francisco's Mission District.

As in years past, the magic of San Francisco's Street Food Festival lies in what La Cocina's Executive Director Caleb Zigas describes as "the intersection between celebrated chefs and low-income and immigrant entrepreneurs cooking side-by-side on the same street and selling food for the same price."

"It's the best of both worlds," Zigas explains. "On one hand, the food at the festival reflects names you already know from the best restaurants in the Bay Area - Thomas McNaughton, Charles Phan, Nicole Krasinski, and others. On the other hand, the SF Street Food Festival stays true to its name by celebrating talented chefs who actually started their businesses selling street food."

"Take the case of Alicia Villanueva," Zigas continues, "a La Cocina program participant and owner of Alicia's Tamales los Mayas. She started selling tamales on the streets of Berkeley, but today you'll find her in our kitchen with 6 employees, making 3,000 tamales a week, and selling at Off the Grid and all over the city. This is how she started and this is how she makes her living. This is the kind of food we want to share with San Francisco."

Hailed as one of "the world's best food festivals" by CNN, the San Francisco Street Food Festival celebrates food entrepreneurship at the heart of the community. Now in its 5th year, the festival is introducing new features, including an app to navigate the festival's 80+ vendors, available for release in the app store in mid-July.

As Zigas explains, "Now our festival attendees can use the app to plan their menu itinerary and review their favorite dishes throughout the day, saving them time and of course, making sure they save room for the best food out there."

In addition, app-users will receive push notifications with updates on the festival, including the option to purchase travel-themed passports. As in prior years, the SF Street Food Festival's passports act as a convenient substitute for cash to save time in the lines, and can be shared between friends and family for all purchases of food and drink.

The festival will feature more than 90 vendors including San Francisco's most well-known restaurants, food trucks, carts, home cooks, James Beard award winners, Michelin-starred chefs, visiting vendors, and 30+ of La Cocina's own program participants. Mark your calendars for the summer's most anticipated food festival today!

HIGHLIGHTS OF THE EVENT



July 24th: Media Dinner

Please join us on July 24th 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 Michelle Fernandez at michellef@lacocinasf.org for more information and click here to RSVP!



August 16th: 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: \$35. Click here to buy your ticket.

Where: Alemany Farmers' Market.



August 17th: The 5th Annual 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 here, saving money and time on the day of the event.



August 18th: La Cocina's Food & Entrepreneurship Conference

A one-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.