

**JOIN LA COCINA FOR
THE 6TH ANNUAL**

SAN FRANCISCO STREET FOOD FESTIVAL

AUGUST 15–17

FRI 8/15

FAMILY MEAL

A Sit Down Celebration
of La Cocina and the SF
Street Food Festival.

SAT 8/16

ALL DAY FESTIVAL

90 Vendors, 1 Street,
All Food Prepared to Order.

SUN 8/17

**FOOD &
ENTREPRENEURSHIP
CONFERENCE**



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**The Last Year of the San Francisco Street Food Festival...
On Folsom Street**

La Cocina announces that August 16th, 2014, from 11am-7pm will mark the final year of the San Francisco Street Food Festival (on Folsom St.). Now in its 6th year, the San Francisco Street Food Festival has come to embody the changing shifts in the Bay Area's food scene, providing a launching pad for some of the area's most successful businesses and this year's festival will celebrate those accomplishments and those yet to come.

The festival, created and run by Mission-based non-profit La Cocina, was born in 2009 to celebrate the entrepreneurial spirit of the Bay Area's food industry and to highlight the talent and hard work at all levels of that industry from informal to formal. As the event has grown, it has included entrepreneurs selling food formally for the first time, James Beard award winners cooking on the streets and offered an inclusive space for vendors and customers alike. Today, the festival has grown from one block in front of La Cocina's Folsom St doors to a one-of-a-kind, mile-long event featuring food from all over the world, a tacos to takoyaki exploration that has defined a thriving diversity of food in the Bay Area.

"We're immensely proud of the festival and all it's meant for small food entrepreneurs in the Bay," commented La Cocina's Executive Director Caleb Zigas. "We've seen so many businesses start here," continued Zigas. "Dionne Knox of Zella's Soulful Kitchen was one of our first vendors, shucking and grilling 2,000 ears of corn and frying 1,200 pounds of chicken every year. Now she's opening her own deli space in Oakland with the support of her festival family. Early fans of the festival may remember that a successful day selling fried chicken at the festival in 2010 inspired Charles Phan, of Slanted Door and The Coachman, to open Hard Water. Mainstays we now know and love like Off the Grid were born out of the very heart of the festival, celebrating the best of Bay Area food entrepreneurs. There are so many examples of street food festival successes that started here, and continue to thrive here."

On its last year on Folsom, La Cocina invites all Bay Area residents who have never had the chance to attend to come to what CNN calls one of "the world's best food festivals" for everything from banh mi to bhelpuri and barbacoa (though probably not all together). And if you've been before (even you one star Yelpers), join us one more time for an unparalleled celebration of good food.

La Cocina encourages all new and returning festival goers to consider purchasing a "Passport" from which a percentage of proceeds benefit La Cocina directly and offers value discounts and passport-related perks. Passports can be found at www.sfstreetfoodfestival2014.eventbrite.com.

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(continued)

The festival app, featuring a festival map, menu planner, and a full list of festival vendors, will be released in July. Additional information about the annual Friday night kick-off event and our Food and Entrepreneurship Conference the Sunday following the festival will be released shortly as well.

For questions on the festival's last year on Folsom St and the festival's preview dinner on July 9th, contact Michelle at michelle@lacocinasf.org and 415-658-9205.

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. For more information, visit www.lacocinasf.org.

The **San Francisco Street Food Festival** is an extension of La Cocina's work, providing program participants with market access to over 50,000 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.



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