



#### When & Where

##### **BITE ME: THE PRE-FESTIVAL MEDIA AND VIP DINNER (INVITE-ONLY)**

Wednesday, July 24, 2013  
 6–9 pm  
 The Golden Gate Room  
 Fort Mason Center  
 38 Fort Mason  
 San Francisco, CA 94123

##### **SAN FRANCISCO NIGHT MARKET**

Friday, August 16, 2013  
 4–10 pm  
 4–6 pm **VIP**  
 100 Alemany Boulevard  
 San Francisco, CA 94110

##### **SAN FRANCISCO STREET FOOD FESTIVAL**

Saturday, August 17, 2013  
 11 am – 7 pm  
 Folsom St between 20th and 26th St,  
 plus additional side streets  
 San Francisco, CA 94110

##### **LA COCINA'S FOOD AND ENTREPRENEURSHIP CONFERENCE**

Sunday, August 18, 2013  
 9 am – 6:30 pm  
 SOMArts  
 934 Brannan Street  
 San Francisco, CA 94103

La Cocina's 5th Annual **San Francisco Street Food Festival** is a celebration of the heart, commitment, and talent of our vendors: the small business owners in San Francisco who have created a vibrant culinary community. These individuals cook or bake out of food trucks, carts, trailers, pop up restaurants, and brick and mortar storefronts and add to the culinary landscape that contributes to making San Francisco one of the best food cities in the world.

In addition to enjoying mouth-watering eats from over 80 vendors, attendees and vendors will be contributing to the Street Food Festival and festival organizer **La Cocina's mission**: working with low-income and immigrant entrepreneurs to break down the barriers to market entry through shared commercial kitchen space, industry-specific technical assistance, and access to market opportunities, including the Street Food Festival.

Over the years, our festival has both galvanized a national movement while supporting local businesses, economies, and increasing every year. Through our work with **Whole Foods Market**, **Local Forager Harv Singh**, and **The Local Forager Contest**, we have enabled new faces and new vendors to enter the food scene and make San Francisco a little more delicious than it already is. As our festival has grown, our increasingly exciting partnerships with event planners like **Dominic Phillips Event Marketing** (Slow Food Nation, SF Chefs, etc.) and our collaboration with well-known chefs like **Nicole Krasinski**, **Traci des Jardins**, **Craig Stoll**, **Charles Phan**, and so many more has brought our festival to new heights.

On Saturday, August 17th, admission to the Street Food Festival is free and an added donation to La Cocina's programming is encouraged. All food at the event, whether at **State Bird Provisions** booth or at the local tamale-maker's tent, will be priced the same at \$3 for small bites, \$3 for a handmade drink, and \$8 for a larger plate. Attendees may purchase a **passport** before the event, the culinary ticket to all-nommage-street-food, ranging in price from \$30 to \$225, to save time and money during the event.

On the eve of the festival, August 16th, La Cocina invites all street food lovers to a smaller, more intimate event: the **San Francisco Night Market**. With no more than 3,000 attendees, the event will be a ticketed fundraiser for La Cocina. In the historic food stalls of Alemany Farmer's Market - where the first farmer's market in California was founded in 1943 - **La Cocina entrepreneurs** working in collaboration with celebrity chefs will transport attendees to the night markets of Bangkok, Beirut, and Seoul, as well as the more familiar territory of the American South and América Latina. This year's Night Market will also feature games in each of the geographical regions featured—from piñatas, to Berlin-style ping pong, to backgammon, cornhole, and so much more, the event will be a fun (and filling!) celebration of street food.

Finally, with happy hearts and full stomachs, the festival closes on Sunday, August 18th, with La Cocina's 2nd Annual Food and Entrepreneurship Conference. With panelists hailing from every aspect of the local and national food and entrepreneur community, conference attendees will engage in interactive conversations on the importance and economics of food. For the ever-hungry, the conference will also feature "A Californian Celebration of the Food Heritage of the American South," including a brunch with unlimited drinks from the **Southern Foodways Alliance**.

La Cocina is a ground-breaking kitchen incubator that works with low-income food entrepreneurs as they formalize and grow their businesses by providing affordable commercial kitchen space, industry-specific technical assistance and access to market opportunities. We focus primarily on women from communities of color and immigrant communities. Our vision is that entrepreneurs gain financial security by doing what they love to do, creating an innovative, vibrant and inclusive economic landscape. For more information, visit [www.lacocinasf.org](http://www.lacocinasf.org)

For more information on the festival, visit [www.sfstreetfoodfest.com](http://www.sfstreetfoodfest.com)