



## 2012 SAN FRANCISCO STREET FOOD FESTIVAL FACT SHEET

### About the Festival:

La Cocina's 4th 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 75 vendors, participants will help support the festival's mission to work with low-income women and immigrant entrepreneurs to break down the barriers to market entry they face in joining the food industry by providing access to affordable commercial kitchen space and technical assistance to launch food businesses. Our festival has galvanized a national movement while, at the same time, kept a focus on small business, local economies with regional and national impact and managed to grow its customer base every year. 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.

On Saturday August 18<sup>th</sup> admission is free with a requested donation; individual vendors will sell food and drinks with nothing costing more than \$8. All money raised benefits La Cocina. This year we are adding a Night Market on the eve of the festival. This event is a ticketed fundraiser for La Cocina that will transport the stalls of Alemany Market to the streets of Bangkok, Mexico City, Seoul and other far away lands. Attendees may pre-purchase a *Passport*, the culinary ticket to all-things-street food with options ranging from \$25-\$250 to save time and money during the day of the event. Following the festivities La Cocina presents a 2-day conference with a focus on the economics, anthropology and social science of street food, new immigrant foods, cottage industries and more across the United States and the world.

### When & Where:

- PRE-FESTIVAL MEDIA/VIP DINNER: July 26<sup>th</sup>, 2012, 6p – 9p  
Golden Gate Room, Fort Mason Conference 38 Fort Mason S.F. CA 94123
- SAN FRANCISCO NIGHT MARKET: August 17<sup>th</sup>, 2012, 6-9p  
100 Alemany Boulevard, S.F. CA 94110
- SAN FRANCISCO STREET FOOD FESTIVAL: August 18<sup>th</sup>, 2012, 11a -7p  
Folsom Street from 20<sup>th</sup>—26<sup>th</sup>, plus additional side streets, S.F. CA 94110
- LA COCINA'S FOOD & ENTREPRENEURSHIP CONFERENCE: August 19<sup>th</sup>-20<sup>th</sup>, all day.  
Location TBD

### About La Cocina:

La Cocina is a groundbreaking business incubator designed to reduce the obstacles that often prevent low-income women and immigrant food entrepreneurs from creating successful and sustainable small businesses. By providing affordable, shared, commercial kitchen space, an array of industry-specific technical assistance and services, and access to market opportunities, La Cocina works with food entrepreneurs as they launch, grow, and formalize successful food businesses. The organization's vision is that program participants become economically self-sufficient and contribute to a vibrant and diverse economy doing what they love to do. For more information, visit [www.lacocina.org](http://www.lacocina.org).

### More:

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