



Mission

La Cocina's San Francisco Street Food Festival brings micro-entrepreneurs, informal food vendors and renowned chefs together to celebrate and promote great street food, true entrepreneurial spirit and the vibrant communities of the Bay Area. The SFSFF is an annual event that creates an open, public space focused on highlighting food from amazing and talented chefs located in the Bay Area and beyond, all at affordable prices.

The mission of the festival is in line with the overall mission of La Cocina, the organization behind it. Besides being a celebration of the Bay Area food scene, the SFSFF is an important fundraiser for La Cocina, a non-profit 501(c)3 organization based in the Mission District which builds partnerships with low-income, immigrant food entrepreneurs. From fine dining to food trucks, La Cocina believes that people should be able to make a living doing what they love to do, and that good food is always at the heart of any community.



2012 Audience

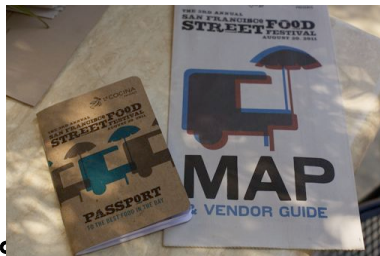
~80,000 attendees, 80% living in the Bay Area, food and San Francisco-loving folks, with a majority living within 25 miles of La Cocina. Last year's festival saw day-of sales of nearly \$1,000,000 in food and apparel and significant media coverage.

Venue

La Cocina: Folsom Street from 20th—26th, plus additional side-streets.

Dates

Website Launch:	Live
Pre-Festival Media/VIP Dinner:	July 27 th , 2012, 6 PM
Events (See Below):	Ongoing May—August
Street Food Night Market:	August 17 th , 2012, 6—10 PM
Street Food Festival:	August 18 th , 2012, 11 a.m. – 7 p.m.
La Cocina's Small Business Food Conference:	August 19 th -20 th , all day.



www.sfstreetfoodfest.com | twitter.com/streetfoodsff

La Cocina | 2948 Folsom Street | San Francisco | California 94110
Tel: 415 824-2729 Fax: 415 824-2756 | www.lacocinasf.org



Event Features

For more details on all events, please feel free to be in touch. In short, this year's event will feature;

1. Small Business Vote Your Vendor Competition: Using social media and an online platform, four winners will be selected by the general public to participate, for free, in this year's San Francisco Street Food Festival
2. Kids' Area: Working with area non-profits and corporate partners, La Cocina aims to provide families with a great time for their kids.
3. Media Night / VIP: La Cocina chefs will pair with restaurant chefs to give guests and media a sneak-peek of the foods available at the 2012 Street Food Festival.
4. Street Food Night Market: A ticketed VIP event for ~1,000 guests the evening before the festival, this outdoor night market will feature over 20 of the country's brightest chefs in an out of this world culinary experience.
5. Street Food Festival;
 - Over 70 vendors selling the best food in the Bay Area.
 - a. Roving musicians from the streets of the Mission—mariachis, bands, etc.
 - b. Street-Style Cocktails, Beer and Wine with SF's premier bartenders
 - c. Street artists
6. National Small Food Business Conference: In collaboration with journalists, universities and non-profits, 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.

Event Philosophy

La Cocina promotes economic self-sufficiency for low-income and immigrant individuals through food businesses. We believe that a vibrant local economy and community are essential to the health and happiness of a city.

Partners

La Cocina works with neighborhood non-profits, businesses and government for this event.

Partners Include:

Women's Initiative for Self-Employment

Mission Asset Fund

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Live Culture Company
Root Division
Opportunity Fund
Mayor's Office of Housing

Sunday Streets
San Francisco Parks and Recreation

Featured Vendors

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. Don't believe us? Ask;

- El Huarache Loco
- Sabores del Sur
- Kika's Treats
- Peas of Mind
- Slanted Door
- Flour + Water
- Aziza
- Rye Bar
- Beretta
- Alembic
- Chez Papa Reto
- 4505 Meats
- And More!

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