



BRITISH STREET FOOD

Driving the street food revolution forward

“Street food is the most important trend in British food for years”

– The Independent on Sunday



It's *young*, it's *cool*, and – served out of customised vans, trucks and trailers – it's *exciting*



A Hot New Market

- Annual revenue from street food in the UK is over **£600 million**
- Growing **20% per year**
- The most important new restaurant openings in London have all started off on the streets – MEATliquor, Pizza Pilgrims, The Good Egg, Yum Bun, Homeslice, Patty and Bun, Pitt Cue etc



Street Food Is Spicing Up The Sector


- Street food titles are now the hottest sector in a stagnant world of food publishing
- Street food taking over TV, with Jamie Oliver, Rick Stein, Sunday Brunch, Nigel Slater etc all showcasing their favourite traders
- Supermarkets introducing 'street food' ranges



Food journalist Richard Johnson, recently voted one of London's most influential people and one of The Power 1000 for the fourth consecutive year, set up British Street Food and the British Street Food Awards in 2009 to champion the best of the 10,000 young chefs now cooking on the streets of Britain and beyond...

The Prize Was A Blender



A crowd of diverse people is shown in a dimly lit setting, likely a pitch event. In the foreground, a woman with curly hair is pointing her finger and cheering enthusiastically. Other people in the background are also smiling and clapping. The entire image has a strong magenta color overlay.

Four years later, the prize was the right to trade at the Olympics, plus a business sit-down with Marks and Spencer... And, by 2015, the finals were pitching up at The O2. Nice.

Winners have gone on to win everything from a slot at British Street Food's game-changing Trinity Kitchen, a pitch on British Street Food's UK roadshow with British Land — and in the British Street Food village at the Grand National — plus a chance to franchise their operation at the new British Street Food pitches on Euston Station.

British Street Food Awards 2016



Click to play video

We're expanding! In 2017, we're hosting regional heats all over the UK, with Britain's very best traders serving up their signature dishes in an effort to reach the big finals.



Fresh Rootz For Instance...

Fresh Rootz aren't interested in feeding you with Five A Day. No – they want seven. At least. This world street food collective set out to find healthy vegetarian food that everyone will enjoy eating.

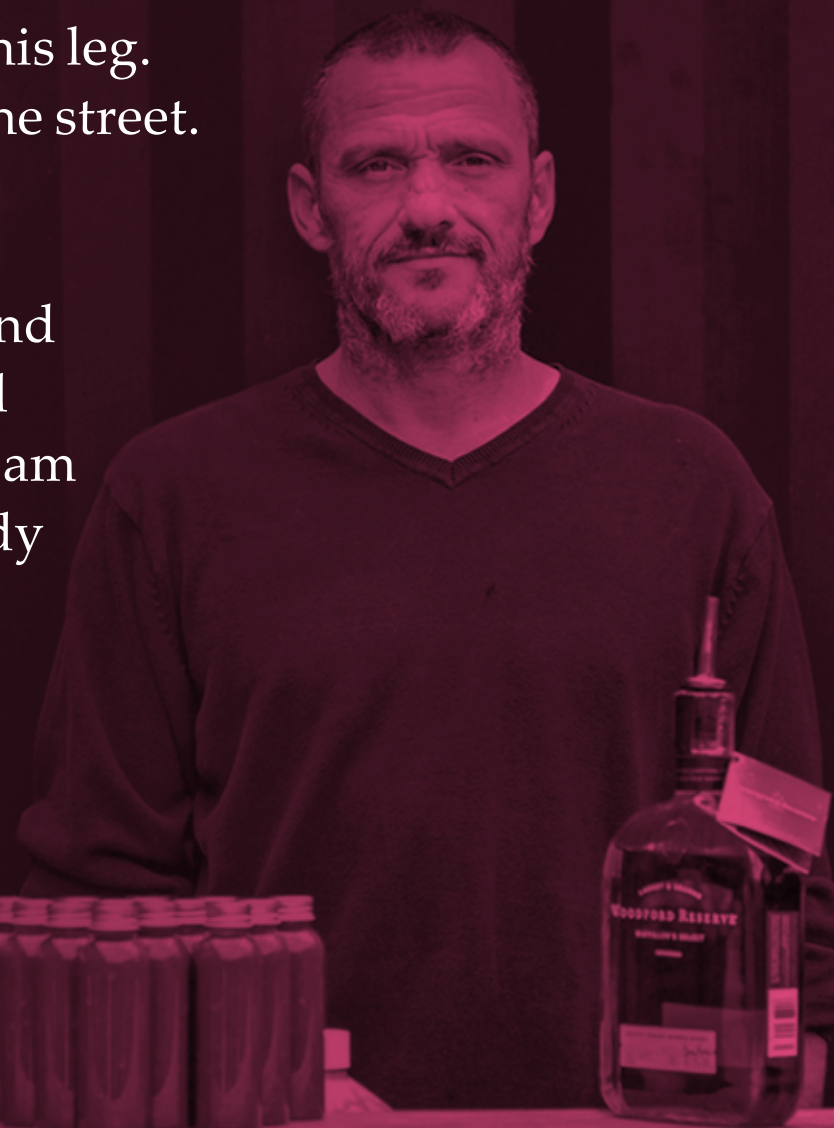
Spud, the boss, has worked with troubled teens, and found a vegetarian diet to be beneficial. He's travelled extensively so, when he slides open the door of the *Fresh Rootz* VW Camper van, expect to see Mexican-style pakoras, Peruvian ceviche and Colombian empanadas. With a slice of Libyan derna cake for afters.



And The Ribman...

Mark Gevaux used to be a butcher. Then he lost his leg. So he took what he knew – meat – and did it on the street.

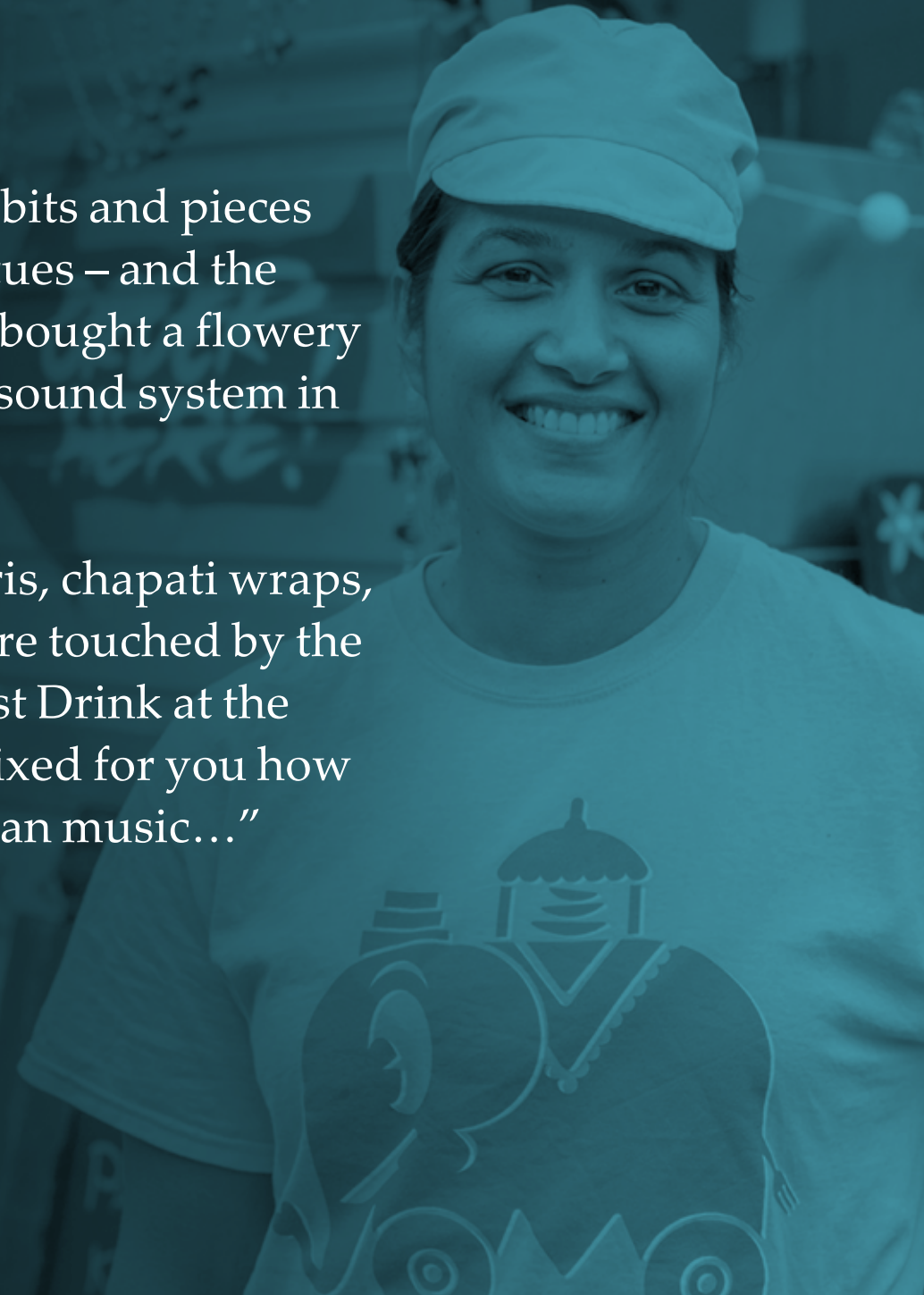
Mark – aka *The Ribman* – is now picking up great reviews for his rib meat rolls, wraps and racks, and his dirty, foul-mouthed Holy Fuck sauce. He still makes time to pitch up on Brick Lane market at 3am to start cooking his baby back ribs so they're ready to go on sale by 9am. Now that's dedication.



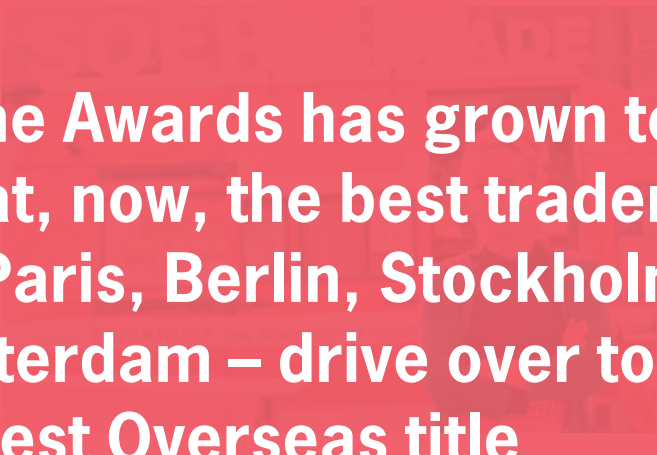
And Manjit...

Manjit built her street food cart from the bits and pieces people no longer wanted. Like snooker cues – and the wheels from a child’s old bike. Then she bought a flowery 1980’s Leyland DAF 200 (with a vintage sound system in the back) to tow it along.

It’s all a bit home-made. But the bhel puris, chapati wraps, and samosas that she sells out the back are touched by the hands of the Gods. And her chai won Best Drink at the British Street Food Awards 2012. “All mixed for you how you like” she says. “With vintage Jamaican music...”



The authority of the Awards has grown to such an extent that, now, the best traders in Europe – from Paris, Berlin, Stockholm, Brussels and Amsterdam – drive over to compete for the Best Overseas title





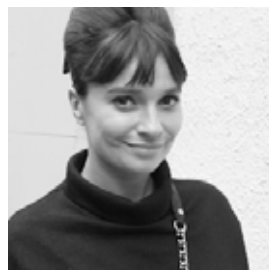
The App

Most of the Awards are voted for by big name judges. But the People's Choice Award is settled by the public, on the British Street Food app. The app also showcases the best street food in Britain, with live GPS maps showing who's trading where and when. It details the specials of the best traders, and encourages punters to photograph and review their food. It is helping to build a bigger street food community. Which is why, to date, it's been downloaded by 35,000 people.



The Judges

– *Big name critics, chefs and TV foodies...*



Mark Hix, Marco Pierre White, Richard Corrigan, Tom Parker Bowles — they can all see that street food is where it's happening these days. That's why they're delighted to help with judging.



For young traders, having the stamp of approval from the food establishment (or — in the case of Yianni Papoutsis from MEATliquor and Simon Anderson from Pitt Cue — young upstarts who have gone on to become the food establishment) that means a lot.



Founder

– *Richard Johnson*



- Award-winning journalist
- Columnist for the Guardian
- Writer / presenter of *The Food Programme* on BBC Radio 4
- Author of the best-selling book *Street Food Revolution*
- Johnson has been the host of *Full on Food* for BBC2, *Kill It, Cook It, Eat It* for BBC3, as well as supertaster for ITV's *Taste The Nation* and judge on Channel 4's *Iron Chef* and *Cookery School*

Winning The British Street Food Awards is a big deal...



Winners, 2010 – La Grotta Ices

– *La Grotta Ices have gone on to develop their own range for the Zizzi chain...*



The graphic features a light wood-grain background. On the left, there is a Zizzi Restaurants logo with 'SINCE 1999' and a hanging lamp with a yellow liquid dripping from it. A tag hanging from the lamp says 'Menu design competition'. In the center, three circular buttons are labeled 'ART', 'MUSIC', and 'FOOD'. To the right, a red-bordered box contains the text 'GET INVOLVED' with a silhouette of two people. Below these elements is a framed photograph of a smiling woman, Kitty Lindy Travers, holding a fork with a bite of ice cream. To the right of the photo is a teal text box with the following content:

Kitty Lindy Travers

TALENTS: Kitty Travers is an ice cream queen. She studied in New York, worked in Cannes and after learning all there is to know about gelato, set about experimenting in a shed in London. She comes up with all our ice creams, using natural ingredients and organic milk from Wales.

LATEST VENUE: BLUEWATER

WEBSITE: [CLICK HERE](#)

Kitty did her professional chef's diploma in NY and for her 3-month placement she went to Otto, Mario Batali's restaurant- with 'an amazing ice-cream menu'. She came back to

Winners, 2011 – Café Mor

– Now have their own range, under the name
The Pembrokeshire Beach Food Company...



Winners, 2012 – Ginger's Comfort Emporium

– *Have now got a book deal, with a van in Manchester Airport and production kitchens in the City...*



Winners, 2013 – Katie and Kim

– Just opened their first ‘proper’ restaurant in Bristol...



Winners, 2014 – Fu-Schnikens

– Looking to launch their very own ramen shop this year.



Winners, 2015 – Seadog

– *Now, thanks to winning the BSFA, they headline at Glastonbury. The food field, at least...*



Winners, 2016 – Baked in Brick

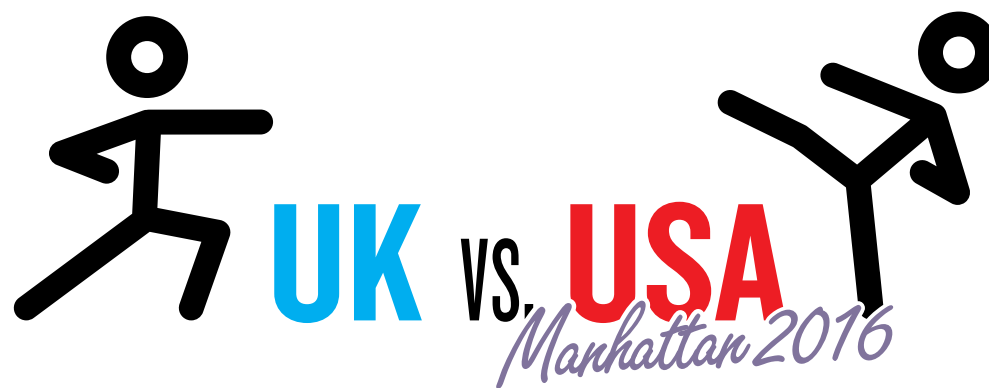
– *Who knows...*



Future Plans

We want to stick it up the Yanks. Here's the elevator pitch. We choose our British team – at the finals of the British Street Food Awards 2017 – and drive our army of vintage vans, trucks and trailers onto a container ship bound for New York.

Five days later, we're spat out, onto the streets of Manhattan, and ready for one almighty food fight. The Americans fancy their chances. But the Brits are coming. I can see the trailer on tv now – is there a tv executive out there who shares our vision?



Future Plans

To grow street food!

- ✓ we launched the world's first street food mall — on the first floor — winning Trinity Kitchen in Leeds the ICSC world innovation award for creativity
- ✓ we launched the world's first street food roadshow, with British Land, across Scotland and the North
- ✓ we franchised street food, with SSP, in Manchester Airport and Euston Station, helping traders develop their brands

Now?



Our Pub Takeover!

We're playing matchmaker. With a clever bit of technology, we are introducing interesting pubs to interested street food traders. And the end result is a bar menu that's a whole lot more interesting than crisps and nuts. The British Street Food Pub Takeover is piloting now — but we hope its benefits will be felt forever.

Fancy Sponsoring The Awards?

- *Headline sponsorship entitles a sponsor to...*
- Rebrand the event name to include your name and logo.
“The BSFA in association with...” Or “The BSFA supported by...”
- Right to use BSFA logos and name in press materials.
Logo on homepage of BSFA website and Facebook page.
Full branding at event. Hoardings, crew kit etc
- Photo opportunities, with the judges and branded certificates etc, at the event
- Research the street food business AND develop new product with the BSF team. Get first access to the stars of tomorrow

Sponsorship

– *Category sponsorship entitles a sponsor to...*

Title sponsorship of the category with your name on the winner's certificate, and the right to use BSFA logos and name in press materials in one of the following categories:

Best Dessert

Best Main Dish

Best Sandwich

Best Looking Mobiler

Best Snack

People's Choice

Best Overseas Trader

Best Street Food Event

Best of The Best & Overall Winner

Lifetime Achievement

Media

britishstreetfood.co.uk

Up to 6000 unique visits per week. Using a team of journalists, lead by Johnson, the site runs news stories three or four times a week

Newsletter

10,000+ subscribers

@richardjohnsonx

10,000 followers, tweeting about his Radio 4 work, his Guardian column and the street food business

@BritStreetFood

20,000 followers, tweeting about BSF events, Awards, competitions etc

British Street Food

10,000 likes. Lively exchange of ideas, plus online vote for Best Looking Mobiler, Best Street Food Event and Best Street Food Collective in the annual British Street Food Awards

britishstreetfood

With pictures and prose from all the regional heats, as the British Street Food Festival rolls in and out of town.

Media Highlights in 2016



Sainsbury's magazine

@SainsburysMag

The world's biggest street food blowout @BritStreetFood is THIS WEEKEND! Buy tickets NOW at britishstreetfood.co.uk/festival

9:13 AM - 15 Sep 2016



delicious. magazine

@deliciousmag

Love street food, the you'll love this! @BritStreetFood festival is happening in Birmingham this weekend - GO!

12:03 PM - 14 Sep 2016



Sunday Brunch

@SundayBrunchC4

We're tasting some of the best street food in the UK @BritStreetFood #SundayBrunch

11:13 AM - 11 Sep 2016



Tom Kerridge

@ChefTomKerridge

Congrats to my mate Tony & @manmeatfireteam on winning Best Dessert and 2nd place Best Main Dish at the British Street Food Awards Final!

1:32 PM - 22 Sep 2016



Jack Wilshere

@JackWilshere

Vote for my mates @toastofficeltd new toasty van named Thierry in the British Street Food Awards 2016.

1:19 PM - 25 Aug 2016



Telegraph Food

@TelegraphFood

Britain's best-looking street food vans: which one gets your vote? @BritStreetFood

2:29 PM - 24 Aug 2016



ks_ate_here

Kar-Shing Tong Food influencer | 45.5k followers

@cheeky_burger and a massive congrats and good luck to the team who are strutting their stuff today in the @britishstreetfood awards! Stuff like my personal fave, the Elvis - peanut butter, bacon, cheese, burger. What's not to love? If you're there, don't miss these guys.

17 Sep 2016



olive magazine

@olivemagazine

Think you know the UK's best #streetfood? Head to the @britstreetfood awards in September buff.ly/2biQQUc

7:02 PM - 23 Aug 2016



Media Highlights in 2016



Click to play video

Media Highlights in 2016



**British Street Food Awards
2016 goes live to 40 BBC
local radio stations**



Click to play audio clip

Media Highlights in 2016

London Evening Standard

THE PROGRESS 1000: LONDON'S MOST INFLUENTIAL PEOPLE 2016

RICHARD JOHNSON

Founder, British Street Food Awards

Johnson is partially responsible for street food's grand revival in the capital. Besides founding the **British Street Food Awards** and shining a spotlight on some of London's most beloved traders, including The Rib Man and Big Apple Hot Dogs, he also hosts an annual September food festival and consulted on food offerings at the 2012 Olympics.

Watch out for British Street Food VIP areas at festivals across Europe next year.



SIMON RIMMER AND RICHARD JOHNSON BRING STREET FOOD TO THE GRAND NATIONAL

Street food traders will be bringing sushi wraps, 'untraditional' fish and chips, and gourmet waffles to race-goers at the Crabbie's Grand National this week (9-11 April).

Jockey Club Catering has teamed up with Sunday Brunch chef Simon Rimmer and **Street Food Revolution** author **Richard Johnson** to select a range of food offerings for the races.

Cake Doctor, Hip Hop Chip Shop, Happy Maki, Bournville Waffle Co, Dogton London, Fish & Lulabelle, Everyday is Like Sundae, Nelly's Barn and Bullitt Guerrilla Dining are among the outlets chosen to provide food on-the-go over the three day event.



STREET FOOD A 'NO-BRAINER' FOR TRADITIONAL WET-LET PUBS

Speaking at the PMA500 conference last month, founder of **British Street Food** and the **British Street Food Awards** **Richard Johnson** said street food should be considered the most important trend to happen in food for years.

He said: "It's very simple – traders need somewhere to go and they love pubs. And an awful lot of pubs don't have the time, don't have the inclination or don't have the money to develop any kind of menu beyond nuts and crisps".

British Street Food and Enterprise Inns recently launched a new app, called **British Street Food Pub Takeover**, billed as 'Tinder for licensees', which enables participating pubs to connect directly with vendors and negotiate pre-residency terms.

Media Highlights in 2016



CARL WRAPS UP STREET FOOD AWARD

An entrepreneur who has been fighting cancer for the past four years has won national recognition for his business venture.

Carl Denning, who runs street food outfit Market Wraps from a horsebox dressed like an allotment, was thrilled when it was voted *Best Looking Mobiler* in *The British Street Food Awards 2016...*



Circulation
20k+



BRITISH STREET AWARD WINNERS: HOW MANY HAVE YOU EATEN AT?

Best Main Dish and Best of the Best Award: Baked in Brick (West Midlands)

Back in 2014 the only experience that Lee Desanges had in street food catering was hosting 'pizza parties' in his back garden. 'But I was a regular at the Digbeth Dining Club in Birmingham. I loved the place, and when I was first introduced to Jack, the boss, I told him I wanted to serve pizza out of a converted Mini...

1.6m unique users



BRITAIN'S BEST-LOOKING STREET FOOD VANS: WHICH ONE GETS YOUR VOTE?

There is a saying in street food: "your flash is your cash".

A good-looking van, or an interesting little trike (with an intriguing backstory) can really help out with sluggish sales.

Richard Johnson of *The British Street Food Festival* - which takes place on 17 & 18 Sept in Birmingham - has created a shortlist of some of the best looking trucks and trailers around the country...



75m unique visits per month



BAKED IN BRICK

Who is the man behind award winning Baked in Brick?

Lee Desanges. Lee has worked in the catering industry for almost 15 years, both front and back house and in establishments ranging from gastro pubs to Michelin star kitchens. His attention to detail is second to none - from selecting which type of wood gives the best flavour (oak) to choosing thigh over breast for his Chicken Tikka...

Monthly circulation
50k+

Media Highlights in 2016

The Telegraph

HOW TO QUIT YOUR JOB AND LAUNCH A NEW CAREER IN STREET FOOD

The 2016 British Street Food Awards launches this weekend. From vegan sushi to sizzling crêpes, the competition is fiercer than ever...

The biggest influence on what we're eating in 2016 is a new generation of upmarket street food sellers cooking out of vans and trucks. With no rent and low start-up costs, the focus is on the food. This weekend brings the first of the regional heats in the 2016 British Street Food Awards...



75m unique visits per month



Birmingham MAIL

YOU CAN VOTE FOR THE BEST STREET FOOD IN THE UK AT THE AWARDS IN DIGBETH

The British Street Food Awards takes place in Birmingham this weekend and the full list of finalists have been announced.

It's the first time these prestigious national awards have taken place in the city and will be held at Rainbow Venues in Digbeth on Saturday, September 17 and Sunday, September 18. The finalists, which include Brum entries Baked in Brick and Buddha Belly, will be showcasing...

1.5m unique users per month



GREAT BRITISH CHEFS

BRITISH STREET FOOD AWARDS 2016: THE WINNERS

Hugh Thomas talks to Lee Desanges to see why his business Baked in Brick managed to clinch the top title at this year's British Street Food Awards.

Best of the Best – that's what the panel of judges declared Lee Desanges' Baked in Brick at the final of the 2016 British Street Food Awards last weekend. There was something about his beef shin ragu and mushroom calzone that made judges Xanthe Clay, Richard Johnson and...



1.1m site visits per month



Belfast Telegraph

NORTHERN IRELAND FARMS' STREET EATS DELIGHT TOP CRITIC

Northern Ireland food firms Broughgammon Farm and Pheasants' Hill Farm have made it to the finals of a leading UK food writer's top street eats.

The British Street Food Awards were founded five years ago by writer Richard Johnson, whose passion for the quick & tasty led him on a mission to find the best of UK quality fast food. The culinary critic known for his work in the Sunday Times, the Guardian and BBC Radio 4, said that while he had...

3.3m unique users per month

Media Highlights in 2016

WalesOnline

THIS MOBILE WELSH SEAFOOD SHACK HAS MADE THE FINALS OF THE 2016 BRITISH STREET FOOD AWARDS

A West Wales mobile seafood deli dreamed up in an office in Swindon has made the finals of the **2016 British Street Food Awards**. Pembrokeshire's Cafe Mor was set up by Jonathan Williams, of Caswell on Gower, after he found himself pining for the Welsh coast where he's grown up. So, quitting his desk job in 2010 he established the Pembrokeshire Beach Food Company, a specialist seafood company with a menu of marine-inspired delights, the travelling arm of...



5m unique users per month



MUNCHIES

WHY PUBS ARE KEY TO THE SURVIVAL OF BRITISH STREET FOOD

My street food epiphany began in New York around 2002 when I saw the possibilities. At the time, I was restaurant critic and eating out on expense accounts. I was travelling quite a lot with work and seeing how other countries put food street food at the middle of everything they did. But when I was at home with friends and family, the food that I wanted to eat just wasn't available.

The UK was just starting the process of re-inventing itself in terms of food...

400k unique visits per month

The Telegraph

BRITISH STREET FOOD AWARDS 2016: MEET THE FINALISTS

The *2016 British Street Food Awards* finals are here.

After scouring the country from Scotland to the South East, and following five regional heats, the judges have selected 17 of the very best street food vendors in Britain to compete on September 17-18 at the Digbeth Dining Club in Birmingham, where a fierce battle will commence for the coveted title of best street food in the UK. As well as an array of delicious food...



75m unique visits per month



Rolls-Royce Magazine

IT'S FOOD BUT NOT AS YOU KNOW IT

British Street Food (and the *British Street Food Awards*) were founded in 2009 by the award-winning food journalist Richard Johnson. Here he tells RR why the trend for informal eating is here to stay.

"Street food is the most important trend in British food for years. It's young, it's cool, and – served out of customised vans, trucks and trailers – it's exciting. And it's all down to me. All of it. At least that's what I like to tell trend analysts..."

10k+ circulation to HNWI individuals

Media Highlights in 2016



Waitrose weekend

1 September 2016

Street food goes down the pub

A new app is giving mobile caterers the opportunity to take a break from their stalls and vans, and go in-house at some of Britain's favourite locals



A new app is pairing pubs with street food stallholders so that people can enjoy a pint with more than just a packet of nuts. The UK's burgeoning street-food scene has so far been a summer preserve, with many stalls forced to shut up shop when poorer weather arrives. However, by moving indoors during the colder months they can thrive all year round and help save Britain's pub culture too, say the app's creators.

British Street Food Pub Takeover acts like a dating app, matching pubs with traders so they can then search for the nearest pub pop-up using a GPS-enabled map on sister app *British Street Food*.

'When we started out in 2009 street food felt

like a summer thing, and it meant all the best traders had to take on a second job when the weather turned', says **Richard Johnson**, founder of British Street Food (britishstreetfood.co.uk), which promotes the sector.

'We decided to take street food indoors, and came up with the idea of pub take-overs so landlords get the benefit of offering something from their kitchen - rather than just crisps, nuts and sandwiches.

'For a pub to put out decent food is a real reach and can present a lot of headaches, but trying out street food traders is win-win because you're not overcommitting yourself - if it's not the right fit, you get another one in.'

680k
readers

Contact

If you want to enter the Awards contact
info@britishstreetfood.co.uk

If you want to host the Awards contact
neris.johnson@me.com

If you want to discuss sponsorship of the Awards contact
richard@britishstreetfood.co.uk

Tickets will be available at
www.britishstreetfood.co.uk

BRITISH ST, FOOD

Working For The Street Food Revolution

 britishstreetfood.co.uk

 @BritStreetFood

 British Street Food