THE BRITISH STREET FOOD ANNUAL AWARDS.

THE EUROPEAN STREET FOOD ANNUAL AWARDS.
Introduction

- About Us
- Our History
- Vision
About Us

- Formed in 2009
- For young street food traders to showcase their talent
- To make good food accessible to everyone
- And to celebrate the grass roots street food movement
Founder
– Richard Johnson

- One of the 1,000 most influential people in London for the last four years according to the *Evening Standard*

- Award-winning food journalist and food 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*
About Us
– Our Vision

“To share street food with the world. In 2017, street food won its first Michelin stars - with the British and European Street Food Awards, we’ll find the stars of tomorrow…”
In The Beginning…

In 2010, our first year, the winning prize was a blender…
Now...

■ Prizes have included everything from a business makeover from M&S to free pitches at the world’s best music festivals and street food markets. Oh, and THE OLYMPICS. Plus bragging rights - big time.

■ Finalists have gone on to get investment, launch product ranges and open restaurants all over the world.
Now...

- Sponsors include: Marks and Spencer, Universal Music and Mastercard

- Media partners have ranged from the *Independent on Sunday* to the *Daily Telegraph*
Now...

- There are now five regional heats, and a big national final - everywhere from the Digbeth Dining Club in Birmingham to the O2 in London
The Judges
– Michelin-star Chefs and Food Writers

Daniel Achilles  Tom Parker Bowles  Richard Corrigan  Mark Hix  Giorgio Locatelli

Thomasina Miers  Marco Muller  Andi Oliver  Fay Ripley  Marco Pierre White
Awards

- Best Vegetarian
- Best Burger
- Best Dessert
- Best Main Dish
- Best Looking Mobiler
- Best Snack
- Best Sandwich
- Best Street Food Event
- People’s Choice
- Lifetime Achievement
- Best of The Best & Overall Winner
About Us

- Launched in 2017
- The final was in Berlin
- Nine countries competed
- Sponsors – Mastercard
European Street Food Awards

National awards held in Europe’s top street food countries

Members of the public voted for their winner on the ESF app
Winners, 2017 – Baked in Brick from the UK
The Opportunity

The opportunity to align with a property that is:

■ Urban
■ Niche
■ Authentic
■ Creative
■ Sociable
■ Current
■ Fast-growing
Why Street Food?

- The Street Food Movement
- Reach
- Growth
- Media
“Street food is the most important trend in food for years”

– The Independent on Sunday
The Street Food Movement

- Annual revenue from street food in the UK is £618m*. In Europe it’s just starting to take off.

- UK street food has grown from a handful of businesses in 2010 to over 3,000 businesses in 2016

- 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

*Figures based on number of traders and annual turnover
The Street Food Movement

“2016 saw the real rise of street food in the UK, with search volumes growing more than 80 percent, and over 2.5 million people eating street food everyday”

– Modern Restaurant Management (27/11/2017)
Growth in Britain

Street Feast’s parent company London Union raised £2.5m for new street food markets, including Shoreditch (Dinerama), Canada Water (Hawker House) and Lewisham (Model Market).

Investors in street food include Jamie Oliver, Nigella Lawson and Yotam Ottolenghi, along with food critic Giles Coren, Wahaca founder Thomasina Miers and Soho House CEO Nick Jones.

New street food markets in Glasgow, Edinburgh, Manchester, Leeds, Liverpool. With new openings in Derby, Nottingham and York.
Growth in Britain

- The British Street Food Awards are expanding. As a new generation of street food heroes discover their food heritage.
Growth in Europe

- ESFA - 9 countries competed:
  - Italy
  - The Netherlands
  - Spain
  - France
  - Sweden
  - Ireland
  - Germany
  - Russia
  - Britain

- Final in Berlin on 30 September - 1 October 2017

- Winners: Baked in Brick from the UK
Growth in Europe

We’re expanding. Everyone wants to join the party! In the spring of 2018 we will select the best of the new countries who want to host their first ever national Awards and join the European Street Food family.
Media

britishstreetfood.co.uk  
europeanstreetfood.com

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 ESF and 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 and European Street Food Awards

britishstreetfood  
With pictures and prose from all the regional heats, as the BSF and ESF rolls in and out of town.
Media Highlights in 2017

FOOD FIGHT
Which would win in a fight to the death—a fluffy bao bun or a brioche-clad burger? The first-ever European Street Food Awards is set to find out...

THE FIRST EUROPEAN STREET FOOD AWARDS
La rivoluzione del cibo di strada. Inaugura a Berlino, con un 'lancio' d'eccezione, l'evento European Street Food Awards...

WHO MAKES IRELAND’S BEST STREET FOOD?
Voting opens today in the first Irish Street Food Awards with the aim of selecting an Irish representative for the European Street Food Awards in Berlin...

BISTRONOMIE CLUB REVIENT POUR DES BRUNCHS LES PIEDS DANS LE SABLE
Pour sa cinquième édition, le Bistronomie Club revient avec une double date à la Plage du Glazart...

SCOTLAND’S ‘BEST STREET FOOD TRADER’ NAMED AT AWARDS EVENT IN EDINBURGH
Hailing from all across the country, the finalists descended on The Pitt street food market in the capital this weekend...
Social Media Highlights

**Stephen Fry**  @stephenfry
Street food rocks! #fifteenstreet will be the best, scumiest street food party in the UK. Ths weekend: tickets here fifteensestreet.co.uk

**Sophie Ellis-Bextor**  @SophieEB
Love the look of #fifteenstreet -- the coolest street food in Britain plus djs and inflatod things. Buy tickets here fifteensestreet.co.uk

**Jamie Oliver**  @jamieoliver
#fifteenstreet for the best of British Street Food, outside @jamiesfifteen this weekend, don’t miss this one J x bit.ly/Ot5fRL

**Tom Kerridge**  @ChefTomKerridge
Congrats to @manmeatfireteam on winning Best Dessert and 2nd place Best Main Dish at the British Street Food Awards Final!

**Sainsbury’s Magazine**  @SainsburysMag
The world’s biggest street food blowout @BritStreetFood is THIS WEEKEND! Buy tickets NOW at britishstreetfood.co.uk/festival

**Sunday Brunch**  @SundayBrunchC4
We’re tasting some of the best street food in the UK @BritStreetFood #SundayBrunch
The Opportunity

■ Become the Sponsor or Headline Partner of the British and European Street Food Awards

■ Branding at all national Awards

■ Reach a highly-engaged street food audience

■ Promote different cultures and cuisines
Commercial Programme

Headline Partners

Official Supporters & Suppliers
## The Opportunity

*Rights and benefits table for the finals of the British Street Food Awards and the European Street Food Awards*

<table>
<thead>
<tr>
<th>Designation</th>
<th>Branding &amp; Advertising</th>
<th>Engagement &amp; Experiences</th>
<th>Tickets &amp; Hospitality</th>
<th>Promotional Opportunities</th>
<th>Marketing Opportunities</th>
</tr>
</thead>
<tbody>
<tr>
<td>■ Headline partner to the BSFAs and/or ESFAs</td>
<td>■ Event signage and branding</td>
<td>■ Direct access to judges and finalists</td>
<td>■ 20x tickets to the Awards</td>
<td>■ National and regional press features</td>
<td>■ Composite mark on all communications</td>
</tr>
<tr>
<td>■ Sector specific designation</td>
<td>■ Digital and social media</td>
<td>■ Selection of finalists to visit partners’ office</td>
<td>■ Dedicated sponsor area and free taster menu for x10 guests</td>
<td>■ Launch event</td>
<td>■ Access to and use of event imagery/footage</td>
</tr>
<tr>
<td></td>
<td></td>
<td>■ Pre-event guided tour with Richard Johnson</td>
<td>■ Access to an activation area at event</td>
<td></td>
<td>■ Web features</td>
</tr>
</tbody>
</table>
### The Opportunity

- Rights and benefits table for the finals of the British Street Food Awards and the European Street Food Awards

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<th>Designation</th>
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<th>Marketing Opportunities</th>
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</thead>
<tbody>
<tr>
<td>Headline partner</td>
<td>- 1x banner by entrance&lt;br&gt;- 1x banner by announcement stage&lt;br&gt;- 4x other banners&lt;br&gt;- Bunting&lt;br&gt;- Overall winners certificate&lt;br&gt;- Front of bar (if applicable)&lt;br&gt;- DJ booth (if applicable)&lt;br&gt;- Digital and social media</td>
<td>- 1x pre-event and 1x post-event email with partner features&lt;br&gt;- Web features</td>
</tr>
</tbody>
</table>
Contact

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

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
joe.ainscough@altius-sports.com

www.britishstreetfood.co.uk
www.europeanstreetfood.com
Working for the Street Food Revolution

britishstreetfood.co.uk / europeanstreetfood.com

@BritStreetFood  British Street Food