THE BRITISH SI, FOOD ANNUAL AWARDS.



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

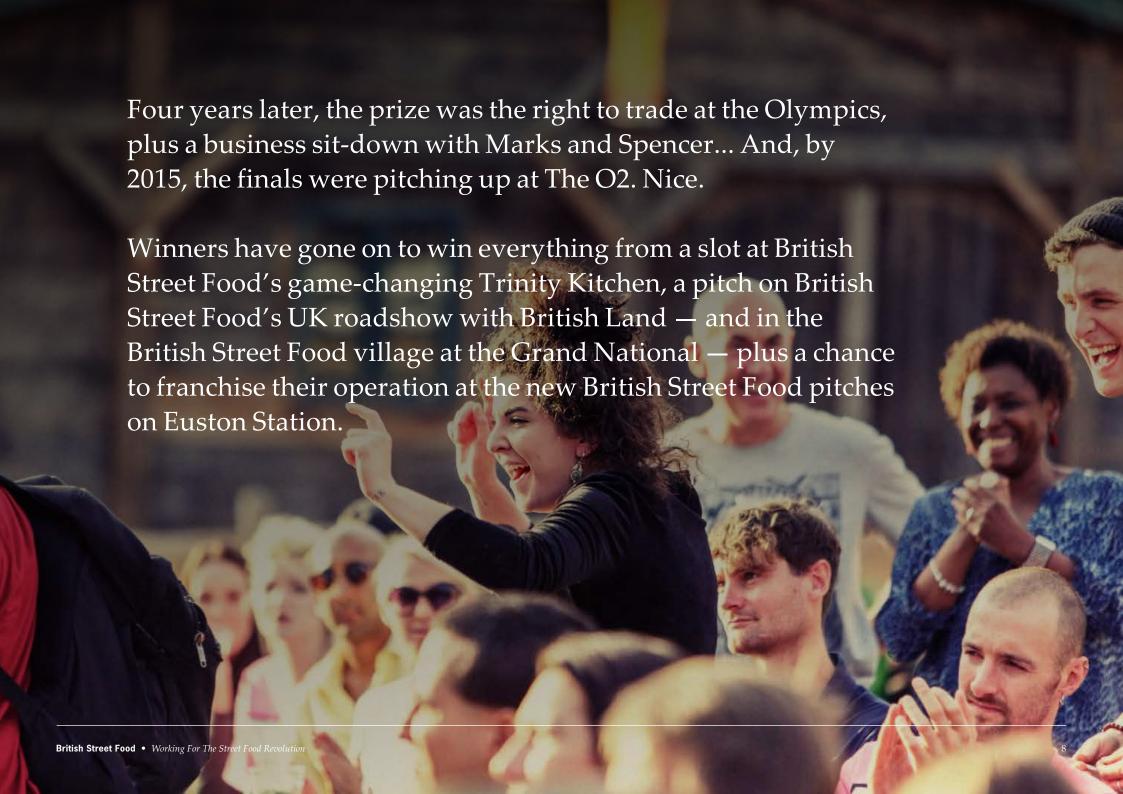
- → Street food titles are now the hottest sector in a stagnant world of food publishing
- → Street food taking over TV, with Jamie Oliver, Rick Stein, Sunday Brunch, Nigel Slater etc all showcasing their favourite traders
- → Supermarkets introducing 'street food' ranges



Food journalist Richard Johnson, recently voted one of London's most influential people and one of The Power 1000, 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







Click to play video

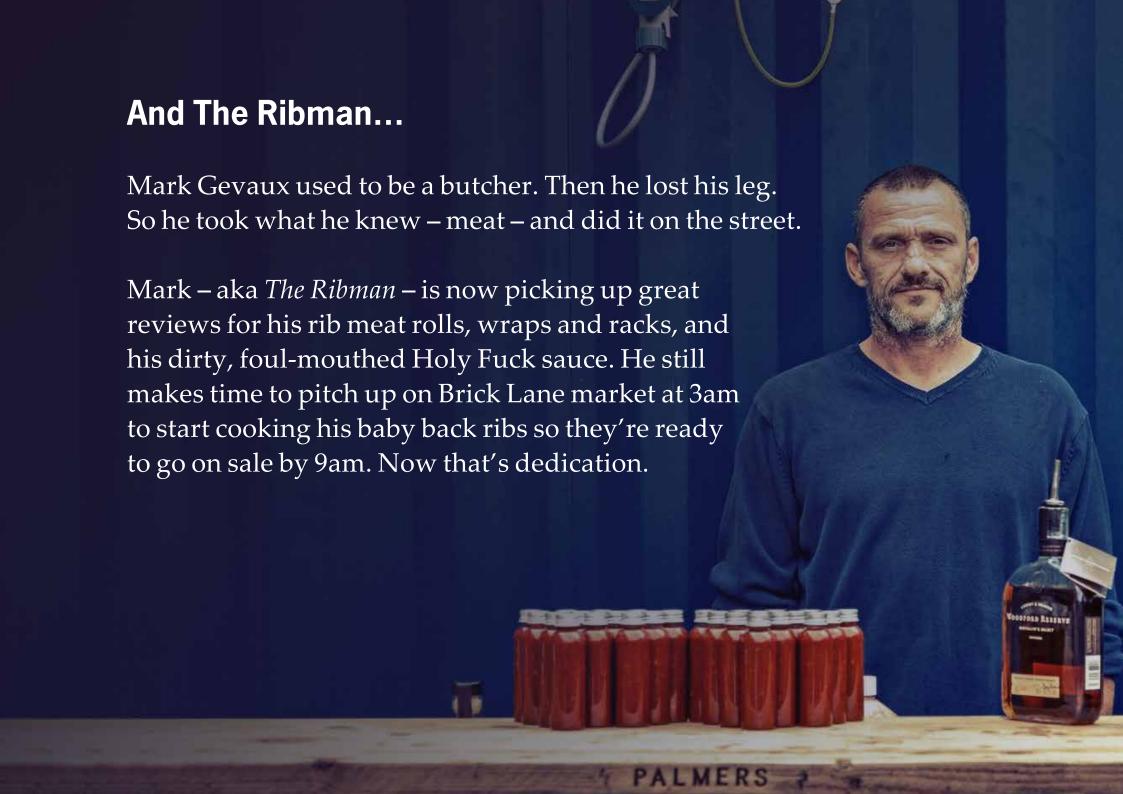
We're expanding! In 2016, we're hosting regional heats all over the UK, with Britain's very best traders serving up their signature dishes in an effort to reach the big finals in London.





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.

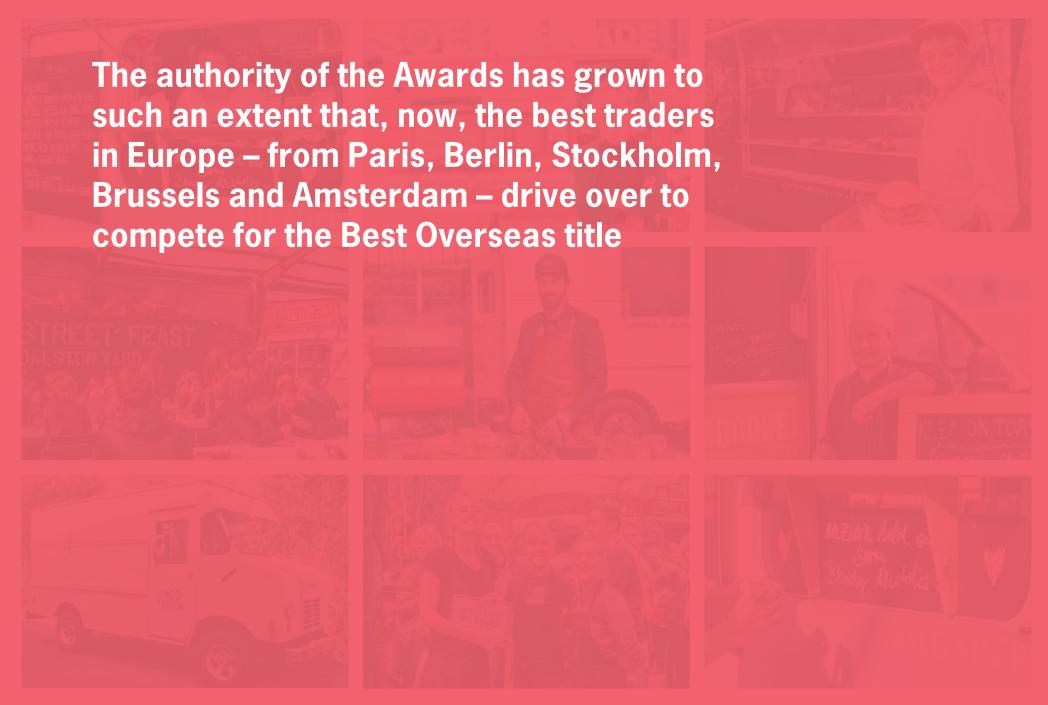
Spud, the boss, has worked with troubled teens, and found a vegetarian diet to be beneficial. He's travelled extensively so, when he slides open the door of theFresh Rootz VW Camper van, expect to see Mexican-style pakoras, Peruvian ceviche and Colombian empanadas. With a slice of Libyan derna cake for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





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..."



















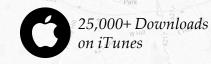


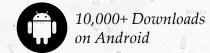
The App

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...



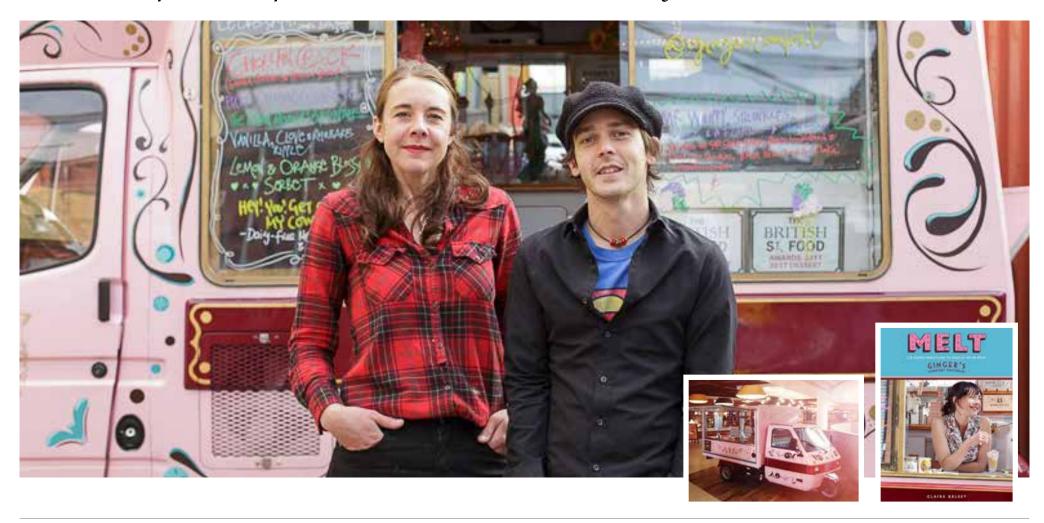
Winners, 2011 – Café Mor

- 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

– 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 2016 – 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 in 2016 — 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

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:



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

15,000 followers, tweeting about BSF events, Awards, competitions etc

f British Street Food

8,000 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

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

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

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Working For The Street Food Revolution