



FOOD MUTINY PRESENTS

# EUROPEAN STREET FOOD AWARDS



2023





Welcome to the biggest street food competition in the world!  
SIXTEEN countries competed in 2022.

In 2023, street food is expanding\* - and so are we!  
More countries! More footfall! More media, as we get ready to take on the USA!  
With the best judges, who know that street food is the most dynamic sector in  
the food world today.

ITALY, ENGLAND,  
GERMANY, SWEDEN,  
SWITZERLAND, POLAND,  
DENMARK, NORWAY,  
WALES, SCOTLAND,  
ICELAND, BULGARIA,  
NORTHERN IRELAND,  
CYPRUS, LATVIA, FINLAND



# ALY, ENGLAND,



Switzerland



Scotland



Bulgaria



Germany



Northern Ireland



Italy



Finland



Wales



Cyprus



Norway



Sweden



Denmark



Iceland



England



Latvia



Poland





The national champions all travelled across Europe to impress our star judges – and the general public – at Sugar Mountain in Munich. For the biggest and best street food competition in the world!





# The ESFAs always attract a lot of attention



Iceland



Sweden



Britain



Norway



Sweden





**These Awards Help**

**Media Coverage**

## About Us

- Created in 2017.
- The inaugural ESFA final was in Berlin – 9 countries competed.
- 13 countries competed at the finals in 2018.
- In 2019 we moved the finals to Malmo in Sweden, where 15 countries competed.
- In 2020 and 2021 the global pandemic meant that there could be no competition between countries. But individual countries still held their own Awards.
- In 2022, people's appetite to break bread together was greater than ever. **With Cyprus** heading a list of new countries coming to compete, and an amazing new site in Munich for the big final.
- In 2023 we've already had applications from France, Austria and Luxembourg who want to come and join the fun.



## Founder

– *Richard Johnson*



- One of the 1,000 most influential people in London for four years running according to the *Evening Standard*
- Award-winning food journalist and consultant
- 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

“With the British Street Food Awards, the European Street Food Awards - and, in 2023, the inaugural USA Street Food Awards - we are championing the world’s new food heroes. The entrepreneurs changing the face of food retail. And the Michelin stars of tomorrow.”





## The Judges

– *Michelin-star Chefs and Food Writers*



**Titti Qvarnström**

*First woman from the  
Nordic countries to win  
a Michelin star*



**Richard Corrigan**

*Michelin-starred  
chef who has won the  
Great British Menu  
four times*



**Max Strohe**

*Michelin-starred chef  
from Berlin*



**Stephen Terry**

*Michelin-starred chef  
and executive chef /  
owner of The Hardwick  
in Abergavenny*



**Giorgio Locatelli**

*Michelin-starred chef  
and one of the finest  
Italian chefs in  
the world*

## The Judges

– *Michelin-star Chefs and Food Writers*



**Julian Rupp**

*Currently Head of Pastry  
at Schreiberei and the two  
Michelin star Tohru in  
Schreiberei in Munich*



**Matt Tebbutt**

*Chef / presenter of  
the BBC's Saturday  
Kitchen and Channel  
4's Food Unwrapped*



**Andi Oliver**

*Judge on the BBC's  
Great British Menu*



**Daniel Berlin**

*Two Michelin star chef  
from Sweden*



**Marco Pierre White**

*The first British chef  
to be awarded three  
Michelin stars*





## European Street Food Awards Alumni

### *2018 – Baked In Brick*

(winners of European Street Food Awards 2017)  
opens first premises

### *2018 – Wingmans*

(winners of People's Choice at European Street Food Awards 2017) opens first premises

### *2019 – Jah Jyot*

(winners of European Street Food Awards 2018)  
opens first premises

### *2020 – Doh'hut*

(winners of Best Dessert at European Street Food Awards 2018) opens first premises

### *2021 – Homeboys*

(winners of European Street Food Awards 2019) opens first premises

### *2022 – Junk*

(winners of European Street Food Awards 2022) opens first premises plus unveil food hall plans for 2023





## The Future Of The Street Food Movement

- The street food market has consistently grown faster than the total fast food market
- Street food titles are now the hottest sector in a stagnant world of food publishing
- Street food is taking over TV, with Jamie Oliver, MasterChef etc all showcasing their favourite traders
- Supermarkets introducing 'street food' ranges
- Restaurant chefs launching food trucks
- Fast casual brands launching street food menus to try and get that personal engagement with their audience



## The Future Of The Street Food Movement

- Street Food is growing growing growing - ask the experts
- The global food trucks market was valued at USD 3.93 billion in 2020 and is expected to expand at a compound annual growth rate (CAGR) of 6.8% from 2021 to 2028.

*Source: Grand View Research*

## Why? A surge in gastronomy across the globe

### AND...

- More than 60% of millennials chose food trucks serving authentic as well as unique meal offerings over brick-and-mortar restaurants. *Source: The Restaurant Times U.S*
- It's exploding all across the continent
- New street food markets everywhere from Rotterdam to Helsinki, Vienna, Budapest, Copenhagen, Malmo and Reykjavik




## Social Media

### **europeanstreetfood.com**


16+ live events, attracting everything from 3,000 to 100,000 people per day.

### **Newsletter**


10,000+ subscribers

 With Facebook event pages for each national Award, in 2022 we had a total reach of 470,000+

 20,000+ followers, tweeting about ESF and BSF events, Awards, competitions etc

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

 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

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





## Sponsorship Opportunities

- At event branding in 16+ countries across Europe
- Integration into social media communications
- At event activation
- Trader engagement opportunities
- Content creation opportunities
- Access to event imagery
- Competition opportunities
- [Click to see our sponsorship document](#)

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