

FOOD MUTINY PRESENTS

BRITISH S1, FOOD AWARDS



2024



Why should you get involved?

We run the biggest street food competition in the world. It attracts media attention all round the world. [See here for 2023](#). Partnering with our Awards - in Britain, Europe or the USA - will deliver a young, affluent, multicultural audience that's active on social media and receptive to advertising. [Check out previous collabs here](#). We can help you:

- Reach a new, attractive audience.
- Generate earned media and PR.
- Deliver an enhanced guest experience through our critically-acclaimed food and drink events.
- Impact the community with a CSR initiative.
- Entertain your clients.
- Execute promotions to build your database.
- Drive consumers to retail stores to buy your product.
- Grow your following on social and digital channels.

Here is the Street Food Awards demographic

- 53% more likely than the typical adult to be Gen Z or Millennial
- 73% more likely to have a household income of £115K or more
- 97% more likely to seek experiences that will make for great content on their social feed
- More likely to be multicultural.
- +51% more likely to be black.
- +34% more likely to be Hispanic.
- +56% more likely to be Asian
- 3x more likely to have visited a website and made a purchase as a result of a sponsorship
- 138% more likely to have researched the sponsor further
- 2x as likely to agree that sponsorship can help keep companies socially relevant

Figures based on adults that say they are interested in attending food festivals. From YouGov USA

Finals of the 2023 British Street Food Awards – Hackney, East London



This is how we roll



And Street Food Just Keeps On Growing

- 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 PLUS — the experience.

- More than 60% of millennials choose food trucks serving authentic as well as unique meal offerings over brick-and-mortar restaurants. (Source: The Restaurant Times U.S)



And Street Food Just Keeps On Growing

- UK street food market has consistently grown faster than the total fast food market
- In 2019, 90% of food service operators identified street food as the number one food trend, according to the latest report from Food Service Management Market Report.
- In a time of recession, street food has never made more sense. Informal, and made for sharing, street food is the food we all want to eat.
- Its local, irreverent, independent spirit is exactly what we want in this new era. It puts money into the pockets of local businesses. Not offshore bank accounts.

And Street Food Just Keeps On Growing

- It's interactive, prepared and cooked right in front of the people who are about to eat it. And it's fun. With a real backstory. Day or night. Rain or shine.
- Street food "food halls" taking over the high street.
- Supermarkets introducing 'street food' ranges



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

With the British Street Food Awards, the 16 countries of the European Street Food Awards – and now the USA Street Food Awards - we run the biggest street food competition in the world. Our aim is to find the Michelin stars of tomorrow. Run the best food raves on the planet. And deliver a young, foodie demographic to our potential partners.

Our live food events, with key food figures, attract an informed crowd of around 50,000 Brits a year. It's nearer to 100,000 across Europe. And the USA? After launching in LA, the rest of the country is HUGELY hungry for more..



“Traders compete in regional heats, from May to August, with a big national final. Winners then go on to represent the UK at the European Street Food Awards. And, next year, will form a European team to take on the winners of the USA Street Food Awards.”



Grand Final of the European Street Food Awards 2023





We Have A Very Engaged Crowd

- The average engagement rate for BSFA's Facebook page is 9.40% compared to a UK average of 3.3%.¹
- The average engagement rate for BSFA Instagram account is 5.35% compared to an average Instagram engagement rate of 1.49%.¹

🖥️ **britishstreetfood.co.uk**
total users over 25k in 2022

🖥️ **europeanstreetfood.com**

🖥️ **usastreetfoodawards.com**

✉️ **Newsletter**
10k+ subscribers

🐦 **@richardjohnsonx**
10k+ followers

🐦 **@BritStreetFood**
20k+ followers

f **British Street Food**
15k+ followers

📷 **@britishstreetfoodawards**
15k+ followers

1: Source – Hootsuite's The Global State of Digital Report 2020



The Judges

– *Michelin-star Chefs and Food Writers*



Ed Cooke
Head Chef of the Fat Duck, awarded three Michelin stars, Best Restaurant in the World and Best Restaurant in the UK



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



Gizzi Erskine
Chef, tv personality, food writer



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



Sam and Shauna
First Ladies of 'Cue', restaurant owners, TV hosts, cookbook authors and all-out food obsessives!

The Judges

– *Michelin-star Chefs and Food Writers*



Sophie Ellis-Bextor

Sophie Ellis-Bextor and her husband Richard Jones are cookbook authors - and huge fans of street food!



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



Fay Ripley

Celebrated British actress and winner of Mumsnet Cookery Book of the Year



Marco Pierre White

The first British chef to be awarded three Michelin stars



Our Awards Celebrate The Best Of The Best

Best Vegan

The Sustainability Award

Best Burger

Best Dessert

Best Main Dish

Best Sandwich



Best Looking Truck

Best Newcomer

People's Choice

Best Snack

Lifetime Achievement

The Spice Award

Extra Mile

Future Food Legend Award

Best Food Hall

Best Of The Best & Overall Winner

Sponsorship Opportunities

Our Awards in Britain, Europe and the USA have attracted a great lineup of sponsors, from Hellmann's and Mastercard to Marks and Spencer, Lee Kum Kee, Cobra, the Independent and Universal Music. We create bespoke packages for our sponsors, which allows for a mix of digital and onsite activities in the following areas:

- Consumer Engagement
- Trader Engagement
- Press and Media
- Social Media, Website and Filming
- Event Branding and Advertising

[Click here for our sponsorship opportunities.](#)

FOOD MUTINY PRESENTS



Contact

For sponsorship enquiries, contact
info@britishstreetfood.co.uk