



ON SUNDAY, JUNE 24, West Berkeley's **INTERNATIONAL DISTRICT** will transform into a vibrant festival site. Around 7500 people attended the **BERKELEY INTERNATIONAL FOOD FESTIVAL** last year; over **10,000** attendees are expected to attend this summer.

The **INTERNATIONAL DISTRICT**, around the intersection of University and San Pablo Avenues, is a concentration of cultural culinary traditions that is unique to Berkeley, a city known the world over for its culinary sensibilities. This small area is one of the densest areas of independently owned ethnic food markets in the region, has many excellent restaurants serving a wide variety of specialty cuisines, and is home to the most globally diverse retail mix in Berkeley. In addition to restaurant goers from all the Bay Area, first, second, and third generation immigrant families from the entire region of Northern California come here to shop weekly for food products and import goods.



Photo by Som Sharma, 2006

- Festivalgoers again will visit eateries, food booths, and food markets along a promenade area running two to three blocks in each direction from the intersection of University and San Pablo Avenues.
- Specialty markets will introduce foods and cooking products to new audiences, restaurants will offer sidewalk sampling and run specials.
- Music, dance, and cultural traditions from around the globe will be showcased at the main outdoor entertainment stage and at Freight and Salvage Coffee House.
- An outdoor cooking stage bordered by an open-air market and spice corridor will feature ongoing cooking demonstrations.
- Along with sales at local import shops additional activity areas will feature food and vendor booths and exhibits, arts and crafts booths, and community and youth activities.

Grocers sell an extraordinary range of foods, spices, and cooking utensils from:

- the Indian Subcontinent
- Asia
- the Middle East
- Latin America
- the Mediterranean

Restaurants offer specialty cuisines from:

- India
- Turkey
- Thailand
- Jamaica
- Mexico
- China
- Pakistan
- Hawaii
- Japan

Many restaurants and specialty groceries adjoin; after a spectacular meal, a diner can step next door and purchase the ingredients and tools to make an attempt at home!



The inaugural 2006 Festival was a bigger success than anyone anticipated. District merchants and residents remarked repeatedly that nothing like it has happened in West Berkeley. Folks were proud of the high production quality and the involvement of West Berkeley neighborhoods, institutions, and businesses.

HIGHLIGHTS OF THE DAY

- Around 7500 people turned out from as far away as Santa Cruz.
- Over 35 district merchants participated in the day's activities
- More than 100 neighborhood volunteers helped make the event safe and enjoyable for everyone.

Photo by Linda Kesler, 2006



FARM FRESH FOODS

Photo by Som Sharma, 2006



AHLISHAN FASHION FABRICS

Photo by Linda Kesler, 2006



MI TIERRA SPECIALTY MARKET



HALAL SPECIALTY MARKET

QUOTES OVERHEARD

- "Our store made a sale a minute!"
- "It was standing room only here."
- "Neighbors told us they had driven by many times and finally came in today."
- "Many new visitors, just what we hoped for. Now they know we're here..."
- "We sold 600 slices of pizza!"
- "We've lived here for 10 years and never spent so much time on University and San Pablo! We spent three hours visiting shops and seeing friends. It was great!"

EXTENSIVE PUBLICITY MAKES THE DIFFERENCE

In addition to our media sponsors, ad campaigns, widely distributed Program Guide, posters and postcards, the Festival had:

- Ten pages of online "Google" links, including newspapers, "foodie" sites, and regional entertainment calendars.
- Event coverage by reporters from the *Oakland Tribune*, *Daily Cal*, *Berkeley Daily Planet*, and *India West*.
- Significant Bay Area radio coverage, e.g., KCBS food critic Narsi David's show.
- A visually stunning Festival image and website (berkeleyinternationalfoodfestival.com).

BIFF 2007 MEDIA

The Festival and its sponsors will be promoted in an 8-page Festival "pull-out" program guide as part of the *East Bay Express* "Best of the Summer" issue, distributed to over 70,000 Bay Area shoppers. The Festival also will be publicized in a 4-week ad campaign in the *East Bay Express*, *India West*, and other niche publications.