

PRESS RELEASE

MEDIA CONTACTS

Anna Ghosh

415.265.1568

anna@eatrealfest.com

EAT REAL FESTIVAL INVITES DINERS TO KEEP IT REAL

Acclaimed local restaurants to donate percentage of sales from special dinners to non-profits committed to food accessibility and economic development

OAKLAND, CA (AUGUST 11, 2009) – The Eat Real Festival, the country’s first-of-its-kind celebration of sustainable street food, announces a series of special fundraising dinners that pair restaurants emphasizing local and fresh ingredients with Bay Area non-profits working on food accessibility and economic development issues throughout the region. The “Keeping It Real” dinners will take place August 23-30 in Oakland and San Francisco.

“The Eat Real Festival is a celebration of good food and the people who make it,” said Anya Fernald, founder of the Eat Real Festival. “We are thrilled to be showcasing the very best food, produce and beer the Bay Area offers, and in the process supporting more than 200 small, local businesses. The fundraising dinners extend the festival beyond one weekend in Jack London Square and bring it to amazing restaurants that are committed to supporting the important work of our nonprofit partners.”

Nine organizations are paired with eight of the Bay Area’s most vibrant and celebrated restaurants. Several of the dinners will take on the street food theme of the Eat Real Festival or will incorporate locally foraged foods or produce from the nonprofits themselves.

“As a chef, where food comes from, how it tastes and how it affects our health and the people in our community are very important issues for me,” said Peter Jackson, executive chef at Miss Pearl’s Jam House. “Acknowledging the cultural diversity of the Bay Area’s cuisines and ensuring access for everyone to good food is the driving force for these fundraiser dinners, and we couldn’t be more excited about being involved.”

Fundraising Dinner Schedule and Pairings

- **Sunday, August 23**, Brown Sugar Kitchen and City Slicker Farms: a five-course tasting of the seasonal flavors of the South and the Caribbean featuring fresh herbs and produce from City Slickers’ West Oakland farms. The \$45 per person ticket can be purchased online through www.brownpapertickets.com.
- **Monday, August 24**, Camino and Civil Eats: a four-course family style dinner featuring goat cheese from Andante and Harley Farms begins at 7 pm. Reservations for the \$75 per person mean can be made at (510) 547-5035.
- **Tuesday, August 25**, Miss Pearl’s Jam House and People’s Grocery: a four-course Caribbean-street-food inspired menu featuring organic produce from People’s Grocery’s Sunol farm. Tickets are \$50 per person and reservations can be made directly through the restaurant at (510) 444-7171 or online through OpenTable.

- **Tuesday, August 25**, Pizzaiolo and Community Alliance with Family Farms: 3-course, family style Italian meal will be served on the Pizzaiolo back patio at 7:30. Tickets are \$75 per person and are available online at <http://www.brownpapertickets.com/event/77759>.
- **Wednesday, August 26**, Radio Africa and Kitchen with forageSF and La Cocina: Coffee Bar is the location for a five-course street food-inspired menu featuring wild foraged ingredients donated by Forage SF. Tickets are \$50 per person, and are available online at <https://www.brownpapertickets.com/event/77371>.
- **Wednesday, August 26**, Doña Tomas and TransFair USA: a percentage of the evening's dinner sales will go to TransFair USA. Reservations can be made at (510) 450-0522.
- **Thursday, August 27**, Flora and Meals for Change: Happy Hour from 3-6 pm features free street-food-inspired snacks including housemade french fries, corn dog bites, caramel popcorn, mixed olives and roasted nuts. A portion of the night's dinner sales will benefit Meals for Change. Reserve a table by calling (510) 286-0100.
- **Saturday, August 29**, Bocanova and California Food and Justice Coalition: a three-course Pan-American dinner including a talk by chef and author Laura Stec beginning at 6 pm. Tickets are \$55 per person. To purchase your ticket please email info@cafoodjustice.org or call 510-704-0245.
- **Sunday, August 30th**, Bocanova and Marin Organics: a four-course brasserie style Pan-American dinner incorporating and featuring Marin producers, Allstar Organics, La Tercera, Clark Summit and Mt Barnabe. This local and organic meal starts at 6 p.m. and is \$65 per person. To reserve your space at the table please email info@bocanova.com or call 510-444-1233.

“Food is so universal and intimate that it can create a social movement that rallies communities together that often find very little in common,” said Brahm Ahmadi, co-founder of People’s Grocery, an organization focused on creating a local food system in West Oakland. “Eat Real offers a meeting ground for diverse communities with very different experiences accessing and consuming food to gather together toward a common vision of good food for all.”

For complete information about the Eat Real Festival and the dinners, please visit www.eatrealfest.com/keepingitrealdinners.

About Eat Real Festival

Founded in 2008, Eat Real Festival is a social venture created to inspire eaters to choose tasty, healthy, good food that sustains the local economy. Through a vibrant, festival in Oakland, CA, and a focus on delicious and sustainable “street food,” Eat Real puts eaters in contact with the real people -- the farmers, chefs, and producers -- who make their food. Eat Real Festival will donate a percentage of its profit to several California organizations promoting access to healthy and affordable food, entrepreneurship and economic development.