

FOOD MUTINY PRESENTS

EUROPEAN STREET FOOD AWARDS



2022



Finally. It's time. We are ready to socialise again. And street food is the food people want to eat right now – served up in the way people want to eat it. As traders get ready to compete in our Awards in Britain, Europe and the USA, be sure we'll find the very best that's out there. And you'll get to try it!



Germany



Croatia



Italy



It's a miracle that our Awards happened in 2021. We had to rearrange national heats – in one case, three times – changing dates, traders and locations. All across Europe. But WE DID IT.



Denmark



UK



Iceland



Poland



Switzerland



Scotland



Wales



In 2022 the ESFA will once again celebrate the best of Europe with a HUGE pan-European final.





Here's a flavour of what to expect



The Danish Street Food Awards



The British Street Food Awards



The Georgian Street Food Awards



The ESFAs always attract a lot of attention



from Iceland



to the Philippines

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 Malmö 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 will be greater than ever. Austria is heading a list of new countries coming to compete. With an AMAZING new site for the big final. The 2022 ESFA promises to be something really special.

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 2022, 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.”



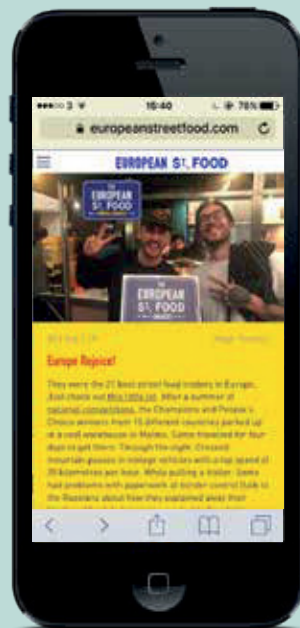




European Street Food Awards

National awards held in Europe's top street food countries

Members of the public vote for their winner on the ESF app



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*



Thomasina Miers

*The founder
of the Wahaca
restaurant chain*



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





Get Involved With The Biggest Street Food Competition In The World

- The Street Food Movement
- Growth
- Media



The Street Food Movement

- The street food market has consistently grown faster than the total fast food market
- The street food market is estimated at a total value of £1.2bn in 2018, up 9.1% from 2017
- 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



Growth

- It's exploding all across the continent
- New street food markets everywhere from Rotterdam to Helsinki, Vienna, Budapest, Copenhagen, Malmo and Reykjavik
- After the success of the Time Out Market in Lisbon, they're rolling out Time Out Markets in Prague and London's Waterloo
- In Bologna, the FICO Eataly World food park takes things to another level
- Ferran and Albert Adrià of El Bulli fame have opened a Spanish-themed food hall called Mercado Little Spain
- Since 2015, the year of Portugal's first Street Food Festival, the market has grown 1200% (from 50 operators to around 600) and represents a market around 30,000,000 euros
- The team behind the British Street Food Awards, the European Street Food Awards and the USA Street Food Awards are opening Bumper Bar + Kitchens, a food court experience that draws on the talent uncovered at the world's biggest street food competition



Media

europeanstreetfood.com

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

Newsletter


10,000+ subscribers

f With Facebook event pages for each national Award, in 2019 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

f 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.



Headline Partner Opportunity

- At event branding
- Integration into social media communications
- At event activation
- Trader engagement opportunities
- Content creation opportunities
- Ask to see our sponsorship document
- Access to event imagery
- Competition opportunities

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