



PRESS RELEASE

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Tasty Contenders Get Set to Battle at Alameda County Fair's 3rd Annual SNACKDOWN

Top Scoring Treat Will Claim the Coveted Championship Belt

**Saturday, June 18 at 4pm
Grandstand Stage**

Pleasanton, Calif. – It's a Fair Foodie's favorite time of year – SNACKDOWN time at Alameda County Fair. The event continues to grow in popularity with fans extreme carnival cuisine who can't wait to find out what the Fair's crafty food wizards will think of next.

Ten inspired creations including "The Elvis" burger, Deep Fried Nachos and the Churro Ice Cream Sandwich (complete list below), will compete in the 2016 SNACKDOWN, a live event held at the Fair's Grandstand stage on Saturday, June 18 at 4 p.m.

Liam Mayclem, KCBS's "Foodie Chap", hosts once again, along with a judging panel of Bay Area food writers and personalities. The Fair's Facebook page will also run a contest giving food fans a chance to win a spot at the judging table.

Food vendors were invited to participate in the competition earlier this year and first-round judges selected the finalists from entries received. Contestants are allowed to enter as many different items as they wish, but all entries must be original creations and new to the Fair.

Prize categories include Best Taste, Most Creative and Best Theme ("The Spirit of Summer") and the overall Grand Champion will be awarded the prized Championship Belt.

Continued:

To help customers locate items they might want to try, the Fair's website features a new detailed "Food Finder" to help with the process. SNACKDOWN "Finalist" and "Champion" signs will also be posted at the designated food stands.

Last year's winners included Deep Fried Wood Fired Pastrami Pizza, Cap'n Crunch Shrimp with Sweet Sriracha Sauce, Deep Fried Caramelized Bananas Foster and Deep Fried Peanut Butter & Jelly Cheesecake with Bubblegum Frosting.

2016 SNACKDOWN Finalists

CHURRO ICE CREAM (gelato) SANDWICH
Colossal Gelato
Matt Holguin

THE ELVIS (Burger)
Stuffy's Char Broiler
Don Delahoyde

CHILE RELLENO BURRITO
Pepe's Mariscos
Erica Quintero

BIRTHDAY CAKE CREPE
Planet Crepes
Sharla McBride

DEEP FRIED NACHOS
Spud Ranch
Stephanie Janousek

FROZEN HOT CHOCOLATE
Pony Espresso
Silas Doane

YELLOW FIN TUNA POKE
Sharky's Fish Fry
Don Delahoyde

CHUCKIE'S PORK TENDERLOIN SANDWICH
Chuckie's
Chuck Cox

PICKLED CHEESE ON A STICK
Get Pickled
Nate Janousek

PEANUT BUTTER & JELLY SMOOTHIE
Pony Espresso
Stacy Doane

For more information and to access the Fair's Food Finder, visit
www.alamedacountyfair.com

2016 Alameda County Fair Concessionaires

Look for these and dozens of other great food vendors at the Alameda County Fair:

Big Bubba's Bad BBQ
BBQ Pork, Chicken & Beef, Tri Tip, Beans, Cole Slaw, Corn on the Cob

Cardinali's Pizza / Grill
Wood Fire Pizza, Deli Sandwiches, Roasted Corn, Salads, Deep-fried Watermelon

Chuckies
Pork Tenderloin Sandwich, Chicken Tenders

Colossal Gelato
Gelato, ice cream, frozen treats

Funnel Cakes West
Homemade Funnel Cake with Cream & Fruit, Breakfast Funnel Cake

Gastro Pub
17 different Sierra Nevada beers on tap & Farm-to-Table Menu

Get Pickled
Pickle Dog, Drunken Pickle Poppers, Fried Pickle-on-a-Stick

Juicy's Grill
Burgers, Grilled Cheese, Chicken Sandwich, Sausage-on-a-Stick

Continued:

Monster Dog

18" Corn Dog (12" & 16" dogs, too), Hot Dogs & Burgers

Mrs. J's Chocolate Pot

Chocolate-dipped Bananas, Ice Cream Bars & Cheesecake

Pepe's Mariscos

Mexican Food, Fresh Seafood, Fish Tacos, Fresh Fruit

Planet Popcorn / Planet Crepes

Fresh Popped Flavored Popcorn, Homemade Crepes

Pony Espresso

Coffee drinks, Tea, Smoothies

Spud Ranch

Baked Potatoes with every imaginable topping

Sharky's Fish Fry

Fish & Chips, Lobster-on-a-Stick, Fried Veggies, Lobster Fries

The Sleek Greek

Greek Cuisine – Gyros, Salad, Baklava, Spanokopita

Stuffy's Char Broiler

Burgers, Hot Dogs, Salads, Macaroni & Cheese Stuffed Bacon Burger

Sweet Cheeks

Deep-fried Sweet Treats: Oreos, Twinkies, Cheesecake, Snickers & More

HEALTHY PICKS

Alameda County Fair concessionaires offer plenty of healthy options, too! The following vendors are a sampling of those who offer selections that meet the Kaiser Permanente "Healthy Picks" criteria. For more information, visit www.alamedacountyfair.com.

Back Yard Village BBQ

Veggie Burrito

Cardinali Ice Cream

Frozen Bananas

Café Renee Crepes / Planet Popcorn

Fruit Spreads

Plain Popcorn

Garlicky's

Veggie Pizza

Cardinali Pizza / Grill

Veggie Pizza

The Sleek Greek

Vegetarian Gyros

Juicy's Greek
Greek Salad

Juicy's Grill
Grilled Chicken

Outlaw Burger
Grilled Chicken

Pepe's Mariscos
Veggie Burrito
Grilled Chicken, Fish or Veggie Taco
Fresh Fruit

Sweet Cheeks
Bread Sticks

Healthy Picks Drinks – Available at multiple locations:

- Coffee (unsweetened)
- Tea (unsweetened)
- Dasani Water / Smartwater
- Fuze Slenderize / Vitaminwater Zero
- Unsweetened Lemonade

2016 Alameda County Fair Information

Dates: June 15 – July 4 (Open Tuesday – Sunday, plus Monday, July 4th)

Hours: 11 a.m. – 11 p.m. daily

Carnival Hours: Tues -Thurs, 12 p.m. to closing, Fri-Sun, 11 a.m. to closing

Horse Racing: June 16 - 19, June 23 --26, and July 1 - 4

Big O Tires FREE Concerts: 8 p.m. – 9:15 p.m., nightly. Special effects fireworks show with video celebrating local youth immediately following concerts.

Monday, July 4th: Blues Festival, 1-9 p.m., Fireworks Spectacular featuring Oakland Symphony, 9:30 p.m., Budweiser Grandstand.

Gate Admission*:

- Adults (13-61) -- \$12
- Seniors (62+) -- \$10
- Kids (6-12) -- \$10
- Children under 6 – FREE
- Carnival Wristbands - \$30 / Tues-Thurs, \$35 / Fri-Sun

*Purchase in advance (before June 14) and save up to 33%

Special Pre-Fair Pricing (until 6/14/15):

- Adults (13-61) --\$10
- Seniors (62+) --\$8
- Kids (6-12) --\$8

Continued:

- Carnival Wristbands --\$25
- Season Pass (admission for all 18 days) - \$36
- Fun Pack (4 general admission tickets and 1 parking pass) - \$40

Special Days (ALL SPECIAL PRICING ENDS AT 5 P.M.):

- Military Appreciation, FREE Fair admission with valid Military ID – ALL DAY, EVERYDAY
- Opening Day: June 15 -- \$1 Admission & \$1 Rides, UNTIL 5 P.M.
- Sunday, June 19 – Dads get FREE admission until 12 P.M. NOON
- \$2 Tuesdays: June 21 & 28 -- Enjoy \$2 admission and \$2 samples of select Fair treats, UNTIL 5 P.M.
- Seniors FREE Thursdays (62+) – June 16, June 23, & June 30, UNTIL 5 P.M.
- Kids FREE Fridays (12 and under) – June 17, June 24, & July 1, UNTIL 5 P.M.
- Feed the Need Food Drive & \$1 Rides, benefitting Alameda County Food Bank. (Bring 4 non-perishable food items and receive FREE admission) – June 22, UNTIL 5
- Drop Zone Drive & \$1 Rides: June 29 (Support our troops: Bring 2 items from donation list and receive FREE admission) – UNTIL 5 P.M.

Big O Tires Presents 2016 Concert Series:

6/15 – Cinderella's Tom Kiefer

6/16 – Tony! Toni! Tone!

6/17 – Queen Nation

6/18 – Con Funk Shun

6/19 – Eric Burdon & The Animals

6/21 – Paperback Writer – The Beatles Experience

6/22 – Joe Nichols

6/23 – Tower of Power

6/24 – Great White

6/25 – Smash Mouth

6/26 – LeAnn Rimes

6/28 – Journey Revisted

6/29 – BJ Thomas

6/30 – Kool & The Gang

7/1 – Expose

7/2 – The Guess Who

7/3 – Crystal Gayle

7/4 – Red, White & Blues Festival (1 p.m. – 9 p.m.)

The Alameda County Fair is operated by the non-profit Fair Association without any tax funding from the government. It is ranked one of the Top 50 North American Fairs and the 7th largest Fair in California. The Fairgrounds is home to the Oldest One-Mile Race Track in America.