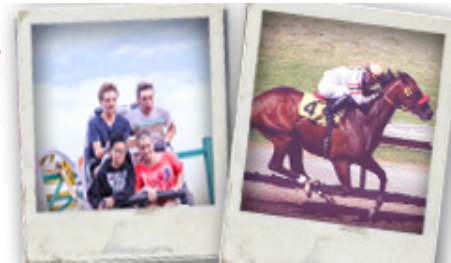


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## PRESS RELEASE



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### *Churro Gelato Sandwich* Crowned King of Carnival Cuisine at Alameda County Fair's 3rd Annual SNACKDOWN

Pleasanton, Calif. – The *Churro Gelato Sandwich*, a cool & creamy, cinnamon-crunchy sensation, now reigns supreme as the Fair's newly crowned SNACKDOWN Grand Champion.

For his creation, Matt Holguin of Colossal Gelato put a different spin on the traditional ice cream sandwich with a pair of toasty, homemade churro buns filled with a massive 8 oz scoop of Madagascar vanilla bean gelato. The treat won rave reviews and high scores from all five SNACKDOWN judges, and earned Holguin his first Championship Belt. Colossal Gelato is located in the Extreme Zone, near the Green Gate entrance.

A total of nine tasty contenders battled for the top spot at the live event, hosted by KCBS's Foodie Chap, Liam Mayclem, on Saturday, June 18 at the Fair's Grandstand Stage. The SNACKDOWN's iconic corn dog / turkey leg trophies were also awarded for individual categories including Best Taste, Most Creative and Best Theme (*The Spirit of Summer.*)

Pepe's Mariscos' melt-y, cheesy *Chile Relleno Burrito* took the prize for "Best Taste." Owner Lola Ramirez's winning dish features a gooey, cheese-stuffed chile relleno at the center of a soft-flour tortilla, smothered in warm rice and whole pinto beans. Judges said the savory burrito was a delicious vegetarian option that everyone would enjoy. The burrito is also available with carne asada, if desired. Pepe's Mariscos is located near the Amphitheater.

*Pickled Cheese on a Stick* also wowed the judges and earned the "Most Creative" award for Nate Janousek of Get Pickled. The unique treat features deep-fried Pepper Jack cheese on a stick stuffed inside of a big pickle then dipped in batter and deep fried again. Judges said the salty, cheesy, crunchy blend of flavors and textures all added up to a big "thumbs up". Get Pickled is located in the Action Zone.

Continued:

Spud Ranch's *Deep Fried Nachos* -- tasty crunch balls made with a mixture of crushed Dorritos and nacho cheese, filled with spicy Pepper Jack cheese, deep-fried to perfection and topped with more cheese and jalapenos -- took the prize for "Best Theme." Judges loved the crunchy exterior and surprise melted cheese center. Spud Ranch is also owned by Nate Janousek and is located next to Get Pickled in the Action Zone.

The panel of judges included Passport magazine food writer and contributing editor Jim Gladstone, Bay Area food, wine and travel blogger Deborah Grossman, KKIQ on-air personality Tricia Ferguson and Facebook contest winners Donna Lee and Jon Davis.

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. Judges at the live competition score each entry on appearance, taste, creativity and theme.

The Fair's website now features a new detailed "Food Finder" to help find a particular food or vendor. SNACKDOWN "Finalist" and "Champion" signs will also be posted at the designated food stands.

Additional SNACKDOWN Finalists & Locations:

*The Elvis Burger*

*"Fresh ground beef charbroiled to perfection and topped with peanut butter & jelly, thick cut bacon and a fried egg on a ciabatta roll"*

Stuffy's Char Broiler – Grandstand area

*Yellow Fin Tuna Poke*

*"Cold, diced Yellow Fin Tuna tossed in a spicy Poke sauce and served on a bed of rice with seaweed salad garnish"*

Sharky's Fish Fry – Grandstand area

*Chuckie's Pork Tenderloin on a Bun*

*"Fresh, hand-cut, beer batter breaded pork tenderloin, topped with pickles, onion and mustard and served on a toasted bun"*

Chuckie's – Building C, side

*Birthday Cake Crepe*

*"Sweet Funfetti crepe with sweet cream filling and topped with a scoop of vanilla ice cream and drizzled with frosting"*

Planet Crepes – Building C side

Continued:

*Frozen Hot Chocolate*

"A decadent, thick & frosty mixture made with milk, vanilla and two types of chocolate"

*Pony Espresso, Extreme Zone*

## 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 4<sup>th</sup>:** 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 Days (ALL SPECIAL PRICING ENDS AT 5 P.M.):**

- Military Appreciation, FREE Fair admission with valid Military ID – ALL DAY, EVERYDAY
- \$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.

Continued:

**Big O Tires Presents 2016 Concert Series:**

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 7<sup>th</sup> largest Fair in California. The Fairgrounds is home to the Oldest One-Mile Race Track in America.