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## Fair-time Food Wizards Take Center Stage on SNACKDOWN FRYDAY

Nine new contenders vie for the Coveted Championship Belt

**Fryday, June 23 at 2pm at the Grandstand Stage**

Pleasanton, Calif. – The heat is on as Alameda County Fair’s top food vendors roll out their most outrageous new creations and unexpected flavor mash-ups in a quest to be crowned the best. The 4<sup>th</sup> Annual SNACKDOWN finalists include such curious indulgences as the Flaming Cheetos Corn Dog, Orange Chicken Burrito and Deep-Fried Mac & Cheese Balls (complete list below.)

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.

New award categories this year include Best New Sweet Treat, Best New Side or Snack, Best New Main Event and Best New Crazy Creation. A bejeweled Championship Belt will be awarded to the overall Grand Champion.

Last year’s SNACKDOWN winners included the Churro Gelato Sandwich, Chile Relleno Burrito, Pickled Cheese-on-a-Stick and Deep-Fried Nachos.

The “Food Finder” feature on the Fair’s website helps guests locate vendors for specific items they might want to try. SNACKDOWN “Finalist” and “Champion” signs will also be posted at the designated food stands.

Food fans will also enjoy the new \$2 Taste of the Fair Thursdays when vendors offer sample sizes of select treats for just two dollars each from 11AM to 5PM.

For more information or to access to the Fair’s Food Finder, visit [www.alamedacountyfair.com](http://www.alamedacountyfair.com)

## 2017 SNACKDOWN Finalists

### **The "Chickle"**

*"Large, juicy kosher pickle slice filled with spicy grilled chicken and topped with zesty sriracha mayo and bleu cheese crumbles."*

Vendor: Get Pickled – Action Zone area

### **Deep-Fried Mac and Cheese Balls**

*"Fresh-cooked macaroni blended with five creamy cheeses, dipped and deep-fried to golden perfection."*

Vendor: The Mac Shack – located at the side of "C" building

### **Donut Gelato Sandwich**

*"A scoop of fresh, creamy gelato smothered between warm glazed donut halves."*

Vendor: Fabe's Churros and Gelato (formerly Colossal Gelato) – Green Gate midway

### **Doritos Corn on the Cob**

*"Fresh, roasted corn on the cob rolled in a crunchy layer of crushed Doritos and topped with warm cheese."*

Vendor: California Corn Company – Green Gate midway

### **50/50 Burrito**

*"A beef burrito mash-up featuring chicken, shrimp, pico de gallo and avocado."*

Vendor: Pepe's Mexican Food – Wine Garden gate area

### **Flaming Hot Cheetos Corn Dog**

*"A classic corn dog covered in an intense, crunchy blanket of Flaming Hot Cheetos."*

Vendors: Hog Daddy's – Wine Garden area and The Mac Shack – side "C" building

### **Orange Chicken Burrito**

*"Asian-inspired burrito with sweet & tangy orange chicken and rice & veggies, wrapped in a warm flour tortilla."*

Vendor: Eddie's Asian Cuisine – located across from "B" building

### **Pineapple Chicken & Rice Bowl**

*"Marinated chicken with homemade pineapple salsa and white rice, served in half a fresh pineapple."*

Vendor: Sharky's Fish Fry – located in food park area across from the Grandstand

### **Turkey Leg Tacos**

*"Fresh, grilled turkey leg meat with beans, pico de gallo and parmesan cheese on warm corn tortillas."*

Juicy's Grill & BBQ – 2 locations: one across from Amphitheater and one in the Action Zone area

## 2017 Alameda County Fair Information

**Dates:** June 16-July 9 (Closed June 19, 20, 26, 27)

**Hours:** 11AM-11PM daily

**Carnival Hours:** Wed-Thurs 12PM to closing, Fri-Sun 11AM to closing, July 3 & 4 11AM to closing

**Horse Racing:** June 22-25, June 30-July 4, July 7-9

**Big O Tires FREE Concerts:** 8PM-9:15PM nightly. Fireworks show immediately following at Concert Lawn.

**Tuesday, July 4<sup>th</sup>:** Blues Festival, 1-9PM, Fireworks Spectacular featuring Oakland East Bay Symphony, 9:30PM at Budweiser Grandstand

### Gate Admission\*:

- Adults (13-61) -- \$15
- Seniors (62+) -- \$10
- Kids (6-12) -- \$10
- Children under 6 -- FREE
- Carnival wristbands -- Wed-Thurs \$30, Fri-Sun and July 3 & 4, \$35

\*Purchase in advance (before June 15) and save up to 33%

### Special Pre-Fair Pricing (until 6/15/17):

- Adults (13-61) -- \$12
- Seniors (62+) -- \$8
- Kids (6-12) -- \$8
- Unlimited Carnival Wristbands -- \$25
- Season Pass (admission for all 20 days) -- \$40
- Fun Pack (4 general admission tickets and 1 parking pass) -- \$50

### Special Days (ALL SPECIAL PRICING ENDS AT 5PM):

- Military Appreciation — One FREE Fair admission with valid Military ID, ALL DAY, EVERYDAY
- Opening Day: June 16 – Kids FREE Friday, UNTIL 5PM
- \$2 Taste of the Fair: June 22 & 29, July 6 — \$2 samples of select Fair treats, UNTIL 5PM
- Seniors FREE Thursdays (62+): June 22 & 29, July 6, UNTIL 5PM
- Kids FREE Fridays (12 and under): June 16, 23, 30 & July 7, UNTIL 5PM

Special Days -- Continued:

- Clothing Drive for Foster Kids presented by Mattress Firm: June 21, UNTIL 5PM — Bring a brand new clothing item and receive FREE admission & \$1 rides
- Feed the Need Food Drive benefitting Alameda County Community Food Bank: June 28, UNTIL 5PM — Bring 4 non-perishable food items and receive FREE admission & \$1 rides)
- First Responders Day: July 4<sup>th</sup> – Free admission until 5PM, check website for details
- July 5 - \$1 Admission & \$1 Rides until 5PM

**2017 Big O Tires Concert Series:**

6/16 – Sugar Ray

6/17 – Con Funk Shun

6/18 – Plain White T's

6/21 – Jana Kramer

6/22 – Tower of Power

6/23 – John Michael Montgomery

6/24 – Asia

6/25 – Rose Royce

6/28 – Clint Black

6/29 – Ann Wilson of Heart

6/30 – Super Diamond (Neil Diamond tribute)

7/1 – Sheila E

7/2 – America

7/3 – Queen Nation (Queen tribute)

7/4 – Red, White & Blues Festival

7/5 – Wynonna & the Big Noise

7/6 – Journey Revisited (Journey tribute)

7/7 – Foreverland (Michael Jackson tribute)

7/8 – Jody Watley featuring Shalamar Reloaded

7/9 – Night Ranger

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.