



The Cal Expo team would like to wish you and yours a wonderful holiday season. We are already hard at work on the **2019 California State Fair and Food Festival** July 12-28, 2019. As a valued past State Fair Concessions participant, we would like to invite you to apply once again and participate in the **New California State Fair and Food Festival Competition!** All Concessionaires are invited to create one new food item in these categories:

- California Fresh— Salads, vegetables, fruit drinks, yogurt
- Special Diet — Vegan, organic, gluten-free, sugar-free, no GMO
- Cultural or Ethnic — traditional or fusion
- New FARE on a stick— crazy Fair food

Vendors who participate will be part of a marketing package and included in a Food Festival pass, highlighted in the media, including on the web and State Fair App. Awards in several categories will be judged and presented an award on stage at the California State Fair.

This is a great opportunity to highlight your food and drive sales! All you need to do is check the box in the application to confirm your participation and create that fun and unique new food item.

We have attached a copy of this year's application for your convenience. Please read the application carefully and note that some fields have changed. Then, print, complete and return (along with your \$25 per booth non-refundable application fee check) **prior to February 8, 2019, due date.** Remember to send in your application promptly to avoid late fees!

We look forward to another great year of working with you!

Shauna Parrish

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