



2016 San Francisco Chengdu Food & Culture Festival

The much-anticipated 2016 San Francisco Chengdu Food & Culture Festival is here! A yearlong tireless effort and hard work of Mrs. Anita Lee and Mayor Edwin Lee has come to fruition in the form of a food and culture festival. This historic event will celebrate the arts, history and culinary wonders of Chengdu, and it will commence on November 10th in San Francisco.

San Francisco First Lady, Mrs. Anita Lee, as the event chair, was instrumental in establishing the San Francisco-Chengdu Friendship City connection, which lends to further cultural exchanges between the two cities. Due to her relentless support, the genesis of the food & culture festival came to being in early 2016. Eleven months later, the city by the bay is ready to have our truly authentic taste of Chengdu.

The two-week long festival will kick off on November 9 with a press conference and on November 10, 2016 at San Francisco City Hall, with a festive evening gala of culinary and cultural delights. Co-hosting this highly anticipated event will be the honorable Mr. Edwin Lee, mayor of San Francisco and Mr. Fu Yonglin, vice mayor of Chengdu. In attendance will be 250 Bay Area VIP luminaries.

Among the visiting Chinese delegation will be a team of Sichuan's finest chefs, who will be serving up the evening's signature menu of Chengdu culinary masterpieces. Renowned Sichuan opera artists will provide the evening's entertainment of kung fu tea ceremony and 'face-changing' performance.

This event will mark the first of its kind between San Francisco and her friendship city of Chengdu, the capital city of China's Sichuan province.

"This is a monumental event be for both cities," said Chef Martin Yan as the culinary coordinator for the festival. "This is a multi-level, multi-media cultural exchange between two of the most dynamic cities of the world. Art, culture, food, high-technology, two centers of innovation and limitless potential for growth and two regions where fine food is revered as a daily necessity."

"San Francisco and Chengdu are two cities that share many similarities – first of all for our love of culture and the arts, technology – but most notably – our food scene," said Mayor Ed Lee, "We are delighted to kick off the first ever Chengdu Food Festival in San Francisco, and look forward to many more food festivals in the future that will further strengthen the ties between our two friendship cities."

China's General Consul in San Francisco, Mr. Linqun Luo, concurred wholeheartedly. He further added: "Chengdu is emerging on the world stage in a major way and San Francisco is a perfect launching pad. This festival is truly history in the making."

On the week that follows the City Hall gala, the visiting entourage of ten top Sichuan chefs will be joined by Chf Yan on a whirlwind Bay Area exchange tour:

- (1) There will be five special Sichuan-themed culinary events hosted by the chefs in five distinguished bay area restaurants.

Koi Palace – (date: Nov. 11, 2016 [Friday], from 6:30 – 9:30 pm)
Phone: (650) 992-9000
Address: 365 Gellert Blvd, Daly City, CA 94015
www.koipalace.com

Chef Chu's – (date: Nov. 13, 2016 [Sunday], from 6:30 – 9:30 pm)
Phone: (650) 948-2696
Address: 1067 N. San Antonio Rd., Los Altos CA 94022-1323
www.chefchu.com

China Stix – (date: Nov. 14, 2016 [Monday], from 7:00 – 9:30 pm)
Phone: (408) 244-1684
Address: 2110 El Camino Real, Santa Clara CA 95050
www.chinastix.net

Crystal Jade – (date: Nov. 17, 2016 [Thursday], from 6:30 – 9:30 pm)
Phone: (415) 399-1200
Address: Four Embarcadero Center, Lobby Level,
San Francisco CA 94111
Reservation email: eventsf@crystaljade.com
www.crystaljade.com

M.Y. China – (date: Nov. 12 – 23, 2016 – featuring a special Chengdu-inspired menu for two weeks)

Phone: (415) 580-3001
Address: 845 Market St. 4th Floor, San Francisco, CA 94103
www.tastemychina.com

These dinners will allow true Sichuan food enthusiasts in the Bay Area to sample the culinary creations of these talented chefs, who will be working closely with the staff in each venue. Each event is open to the public and tickets may be reserved by contacting each restaurant.

- (2) On the same week the chefs will also be split up in teams to visit the corporate dining facilities of the who's who in Silicon Valley: Pinterest, Intel, Oracle, Facebook, Cisco, N-Vidia, Microsoft, Hewlett-Packard and Visa. The staff of these high tech giants will be treated to special Sichuan dishes in their

corporate dining facilities, along with cooking demonstrations by these visiting chefs. On their visits to Google and Facebook, they will be joined by the Chengdu City official delegation led by Vice Mayor.

- (3) The chefs will also be taking their culinary presentation to noted Bay Area institutions of higher learning. Le Cordon Bleu College of Culinary Arts and Contra Costa College will play host to these visiting chefs and their students and faculty will be treated to an authentic display of Sichuan culinary mastery techniques.

Nov. 15, 2016, from 12:00 – 1:00 pm,

Confucius Institute in State University of San Francisco
Address: 1600 Holloway Ave. Burk Hall 333, San Francisco, CA 94132
Phone: 415-405-2868
www.sfau.edu/-ci

Nov. 18, 2016 (from 10:00 am-12:00 pm) at Contra Costa College

Address: 2600 Mission Bell Drive, San Pablo CA 94806

Phone: 510-215-3877

Contact: Nader Sharkes,

Department Chair Culinary Arts, Contra Costa College

www.contracosta.edu

Face Book: contra costa college

Nov. 18, 2016 (2:00 pm -4:00 pm) at Le Cordon Bleu College of Culinary Arts,

Address: 350 Rhode Island, San Francisco, CA 94103

Phone: 415-216-4465

Contact: Chef Tim Grable M. Ed,

Campus Director/Director of Education

Email: tgrable@sf.chefs.edu

- (4) The promotion of Sichuan cuisine will continue long after the Chinese visiting delegation departs the Bay Area. Chef Yan and a team of local Sichuan master chefs will offer a series of Sichuan cooking demonstrations at public libraries all around the Bay. These events will be open to the public free of charge and in the past have been well-attended gatherings wildly popular among library patrons. The precise schedule of these events will be posted on the Yan Can Cook website.

This Festival is an ambitious campaign that will further the goals of the first lady of Mrs. Anita Lee. It will put Chengdu front and center in the San Francisco Bay Area and eventually in other parts of the United States.

For contact information for each of these festival week events, please consult contact sheet in the press folder. For information on the city of Chengdu, please consult the Chengdu Fact Sheet. For bio information on the visiting team of chefs, consult their biographical sheet in the press folder.

For more information and contacts:

Chau Lam, Chilipepper Event, E: chau@chilipepperevent.com, C: 415-531-3599

Press Reception & Gala:

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General Information:

Chau Lam, Chilipepper Event, E: chau@chilipepperevent.com, C: 415-531-3599

Yan Can Cook, E: info@yancancook.com, P: 650-341-0701,