



ALAMEDA COUNTY FAIR
JUNE 15–JULY 8
PRESS RELEASE

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Fair Food Wizards Return to the Ring For 5th Annual SNACKDOWN Competition

Ten tasty contenders vie for the coveted Championship Belt

Fryday, June 22 at 2pm at the Stella Artois Grandstand Stage

Pleasanton, Calif. – Say Hello to Summer and Deep Fried Food on a Stick! It's everyone's favorite time of year as Alameda County Fair's top food vendors roll out their best and most outrageous creations at SNACKDOWN FRYDAY. This year's competition will feature such decadent delicacies as the Krispy Kreme Bacon Burger, Fruity Pebbles Shrimp on a Stick and Strawberry Shortcake Milkshake (complete list below.)

KCBS "Foodie Chap," Liam Mayclem hosts along with celebrity judge Chuy Gomez of Q102 and 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.

Award categories include Best New Sweet Treat, Best New Side or Snack, Best New Main Event and Best New Crazy Creation. The overall Grand Champion will be awarded the coveted Championship Belt.

Last year's winners included Doritos Corn on the Cob, Pineapple Shrimp & Rick Bowl, Donut Gelato Sandwich, The Chickie, and Deep Fried Mac & Cheese Balls.

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 \$2 Fair Food Bite Thursdays when vendors offer sample sizes of select treats for just two dollars each from 11AM to 5PM. For a list of vendor offerings visit <http://annual.alamedacountyfair.com/2-taste-of-fair/>

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

2018 SNACKDOWN Finalists

Coconut Shrimp with Mango Sauce

"Shrimp rolled in coconut, deep-fried to light, crispy perfection and served with a sweet & tangy Mango dipping sauce"

Vendor: Sharky's Fish Fry – across from Grandstand

Crazy Cake

"Fresh funnel cake topped with powdered sugar and whipped cream, a drizzling of Nutella, Reese's Peanut Butter & caramel sauces, then sprinkled with a crunchy mix of pecans & bacon bits"

Vendor: Fat Fanny's Funnel Cakes

Deep-Fried Cannoli on a Stick

"Deep-fried, crispy golden brown Cannoli stuffed with sweet, creamy filling & topped with powdered sugar & chocolate sauce"

Vendor: Sweet Cheeks, Kids Park

Dole Whip Pineapple Float

"Cool & delicious soft-serve pineapple Dole Whip drenched in fresh pineapple juice"

Vendor: Dole Whip – Gardens entrance

Fruity Pebbles Shrimp on a Stick

"Shrimp dipped in a crunchy Cajun, Fruity Pebbles-infused batter, then deep-fried, rolled in Fruity Pebbles and topped with a spicy Sriracha ranch sauce"

Vendor: Get Fried – Outside Building C

Grilled Pork Tenderloin on a Stick

"Pork tenderloin skewered on a stick and grilled to savory perfection, served with Teriyaki or BBQ sauce"

Vendor: Garlicky's - Green Gate Midway and Good Ol' Grub, outside Building B

Krispy Kreme Bacon Burger

"A char-grilled, 1/3 pound fresh ground beef patty, crisp bacon, lettuce, tomato, onions & pickles stacked between two Krispy Kreme donuts"

Vendor: Stuffie's Char Broiler – across from Grandstand

Smokehouse Tots

"Fresh fried Tater Tots covered with coleslaw, pulled pork, brisket, sour cream, cheese & BBQ sauce"

Vendor: Texas Tater Twisters – across from Grandstand

Strawberry Shortcake Milkshake

"Sweet & creamy strawberry gelato blended with graham crackers, and topped with shortcake, whip cream & berries"

Fabe's Churros and Gelato – Green Gate midway

Texas Tater Dog

"Spiral cut potato slinky-stretched around a 10" all-beef hot dog, deep-fried with garlic Parmesan or Cajun seasoning"

Vendor: Spud Ranch – Action Zone

2018 Alameda County Fair Information


Dates: June 15-July 8 (Closed June 18-19, 25-26, July 2-3)

Hours: 11AM-11PM daily (except July 4th, see website for updates)

Carnival Hours: Wed-Thurs 12PM to closing, Fri-Sun 11AM to closing, July 4 (11AM-6PM)

Horse Racing: June 15-17, 21-24, 28-30, July 1, 4, 6-8

Big O Tires FREE Concerts: 8PM-9:15PM PM nightly. "Born Free" video & fireworks show immediately following at Concert Lawn.

 **bartableBART & WHEELS** – Take BART to the Dublin/Pleasanton Station then catch the WHEELS Fair Shuttle (Route 52) to the Fairgrounds -- all day, every day of the Fair, until closing (except July 4th.)

Gate Admission*:

- Adults (13-61) -- \$15
- Seniors (62+) -- \$10
- Kids (6-12) -- \$10
- Children under 6 – FREE
- General Parking - \$10
- Carnival wristbands -- Wed-Thurs \$30, Fri-Sun & July 4, \$35
- Carnival Fast Pass – NEW! Any single day \$10
- Sky Ride – NEW! \$5 one-way, \$8 unlimited

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

Special Pre-Fair Pricing (until 6/14/18):

- Adults (13-61) -- \$12
- Seniors (62+) -- \$8
- Kids (6-12) -- \$8
- General Parking - \$8
- Unlimited Carnival Wristbands -- \$28
- Season Pass (admission for all 18 days and discounts on events) -- \$40
- Fun Pack (4 general admission tickets and 1 parking pass) -- \$50

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

- Opening Day: June 15 – \$1 Admission, \$1 Rides, UNTIL 5PM
- Father's Day: June 17 – Dads FREE, UNTIL 5PM
- \$2 Bites of the Fair (Thursdays): June 21 & 28, July 5 – Select fun-sized Fair treats just \$2 each, UNTIL 5PM
- Kids FREE Thursdays (12 and under): June 21 & 28, July 5, UNTIL 5PM
- Boomers FREE Fridays (62+): June 22, 29 & July 6, UNTIL 5PM

Special Days (continued):

- Clothing Drive for Foster Kids presented by Mattress Firm: June 20 — Bring a brand new child's clothing item and receive FREE admission & \$1 rides, UNTIL 5PM
- Feed the Need Food Drive benefitting Alameda County Community Food Bank presented by Lucky California: June 27 — Bring 4 non-perishable food items and receive FREE admission & \$1 rides, UNTIL 5PM
- First Responder's Day: July 4 – Free admission with valid ID, UNTIL 3PM
- Military Appreciation — One FREE Fair admission with valid Military ID, ALL DAY, EVERYDAY

2018 Big O Tires Concert Series:

6/15 – Blue Oyster Cult
6/16 – Sean Kingston
6/17 – En Vogue
6/20 – Clay Walker
6/21 – 38 Special
6/22 – Smash Mouth
6/23 – Boys of Summer: The Music of the Eagles
6/24 – Sir Mix-A-Lot
6/27 – Morris Day & The Time
6/28 – Con Funk Shun
6/29 – Queen Nation (Queen Tribute)
6/30 – The Tubes
7/1 – Purple Reign
7/4 – NO CONCERT
7/5 – LeAnn Rimes
7/6 – Journey Revisited (Journey tribute)
7/7 – Super Diamond (Neil Diamond tribute)
7/8 – WAR

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.