



## **News Release: March 1, 2021**

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# **Alameda County Fair Debuts New Grab-n-Stay Fair Food Feast**

## **Tasty New Food Experience Celebrates Iconic Fair Food**

Pleasanton, Calif. – Those who may be craving a tasty treat from the Alameda County Fair don't have to wait until Fair to get it.

The Fair has rolled out a brand-new Grab-n-Stay Fair Food Feast, happening March 11-14 and March 18-21 from 11am-8pm at the Alameda County Fairgrounds.

Vendors will be offering up some of the classic Fair favorites, including corn dogs, churros, funnel cakes and more. Guests can stay and enjoy their food on the grounds or pre-order ahead for a designated curbside pick-up time. Fair Food Feast attendees can park in the Ace Train Lot located off of Pleasanton Avenue and pedestrian entry is located at the Yellow Gate.

The Fair Food Feast will celebrate the most popular Fair food, while also helping to support the many food vendors who have been impacted by COVID-19 related closures.

One of those food vendors is Red and White Concessions, run by local husband and wife team Dean and Liesel Williams. The duo has been a vendor at the Alameda County Fair for more than 50 years. Normally, they would do about 25 fairs a year, but with COVID shuttering nearly every one of their events in 2020, they worried how their business would stay afloat.

"During the summer months, we did a Corndog Tuesday every week for about 20 weeks at a local school here in Knightsen," said Dean. "We also participated as a vendor for the drive-in movies at the Alameda County Fairgrounds for about 16 weeks. Those types of opportunities were extremely beneficial, and the community really came out to support us."

Dean and Liesel will be serving up their tasty corndogs at the Grab-N-Stay Fair Food Feast. They will also be offering their signature "Orange Treet", a delicious whipped fruit drink which was the first item that Dean learned how to make back in 1966.

“People have missed the Fair and all the delicious food that goes along with it,” said Angel Moore, Vice President of Business Development at the Alameda County Fair. “We are excited to be able to help highlight several of our longtime vendors and small businesses, while also bringing the community a taste of their favorite Fair treats.”

For additional information, please visit <https://alamedacountyfair.com/grab-n-stay/>

*“Face masks and physical distancing are required while on the Fairgrounds. The Alameda County Agricultural Fair Association, a 501c3 non-profit organization, produces the annual Alameda County Fair 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 racetrack in America.”*

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