

News Release



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New Food Contest Comes to the 2024 Fair

Foodie's Choice Awards Gives Fairgoers the Chance to Choose Their Favorite Treats

Pleasanton, Calif. – A bacon-wrapped pizza on a stick, a red, white, and blue Cheese Dog, and a “Celebration” Boba drink are just a few of the contenders for the Alameda County Fair’s new food contest.

The Foodie’s Choice Awards, running from June 14-30, will feature fun, crazy, and delicious food and beverage items from several of the Fair’s food vendors. Food and beverage vendors will enter their creations to the contest in the categories of “Crazy New Item” and “Red, White, and Blue”, and can submit either food, drink, or dessert options.

Patrons at the Fair will vote for the winners by scanning a QR code on the food booths, taking a brief vendor survey, and voting for their favorite items. Voting ends on June 30. There will be six first place winners: each category will be awarded first place for food, drink, and dessert. First Place winners will receive a bespoke trophy and a stand-up flag to be displayed on their booth for the rest of the Fair.

Winners will be announced with a virtual ceremony on the Alameda County Fair’s Facebook Live on June 30. They will also be highlighted on Alameda County Fair’s website, social media channels, and in a blog post.

The goal of the contest is to celebrate the creativity and passion for one of the top reasons people attend the Fair every year: Fair food.

Fairgoers can try the contest’s First Place winning foods through the end of Fair on July 7. The full list of participating vendors is here alamedacountyfair.com/food-contests.

The Fair has added to its culinary experience by featuring a new food and wine pairing guide. Did you know that a Viognier, with medium acidity and tropical flavors, pairs incredibly well with Lobster Fries? Or that Elote, with its grilled, sweet, and salty flavors of cotija and herbaceous cilantro, would pair perfectly with the bright acidity and grassy notes of an Albarino or

Sauvignon Blanc? Check out the official pairing guide [here](#) for more unique and mouthwatering food and beverage options.

The Fair will also bring back its \$3 Fair Food Bites on Thursday, June 20 and 27. Fair-goers can sample select bite-sized treats and taste a wide variety of flavors for a tiny price tag.

“From the classic favorites like funnel cakes, corn dogs or deep fried oreos to fresh global cuisine like gyros, ceviche, or pineapple teriyaki bowls, we are proud to offer such a wide variety of Fair foods,” said Angel Moore, COO of the Alameda County Fair. “With over 100 different food and drink booths, there is something for everyone’s taste buds.”

In addition to the array of delicious food and drink, the Alameda County Fair will also feature exciting carnival rides and games, live nightly concerts, shopping, entertainment, exhibits, horse racing, and much more. For additional information, please visit alamedacountyfair.com.

2024 Alameda County Fair Information

Dates: June 14-July 7 (Open Wednesdays-Sundays; Closed Mondays & Tuesdays)

Hours: 12pm-11pm daily (except July 4, 12pm-8pm; Parking Closes at 3pm, Gates Close at 4pm)

Carnival Hours: Wed-Thurs 1pm to closing, Fri-Sun 1pm to closing (July 4 is 1pm-8pm)

Horse Racing: Every Friday through Sunday, plus Thursday, July 4

Concerts: 8pm-9:15pm nightly (except July 4)

- June 14 - Johnny Gill
- June 15 - Ashley Cooke
- June 16 - Sonora Tropicana
- June 19 - Theory of a Deadman
- June 20 - E-40
- June 21 – Exposé
- June 22 - Twist on Taylor - Taylor Swift Tribute
- June 23 - Corazón De Maná - Tribute to MANÁ
- June 26 - Russell Dickerson
- June 27 - The Fray
- June 28 - Revisiting Creedence
- June 29 - Lady Winehouse - A Tribute to Amy and Gaga
- June 30 - Spice Wannabe - Spice Girls Tribute
- July 3 - X Ambassadors
- July 5 - Hunter Hayes
- July 6 - Fast Times
- July 7 - 40oz to Freedom - Sublime Tribute

Fireworks + Drone Show Spectacular: Friday, June 14 and 28

Drone Show: 9:30pm nightly (except July 4)

Movies on the Lawn: Every night at 6pm, including July 4; for full list of movies, visit alamedacountyfair.com

Special Advance Pricing (until June 13, 2024):

- General (13-61) – \$15
- Seniors (62+) – \$13
- Kids (6-12) – \$13
- General Parking – \$13
- Unlimited Carnival + Sky Ride wristbands – \$32 (Valid any one day of the Fair)
 - Carnival tickets may only purchase on site at a Carnival Kiosk starting June 14
- Fair Premium Season Pass (admission for all 18 days with PARKING, plus concert early access) – \$90
- Season Pass (admission for all 18 days, plus concert early access) – \$45

Regular Gate Admission* (Starting June 14 – July 7):

- General (13-61) – \$18
- Seniors (62+) – \$15
- Kids (6-12) – \$15
- Children 5 and Under – FREE
- General Parking – \$15
- Unlimited Carnival + Sky Ride wristbands – Wed-Thurs \$37, Fri-Sun & July 4, \$42 – valid any one day of Fair – *may only be purchased in at a Butler Kiosk inside the Fair starting June 14*

Promotions and Special Days

- **Pint for a Pass:** Through June 1 – Give blood at a Red Cross Mobile Unit in Alameda County and receive a FREE general admission ticket good any single day of Fair is open in June
- **Pet Food Drive and \$1 Ride Day:** Wednesday, June 19 – Bring new, unopened pet food items to benefit Valley Humane Society and receive one FREE general admission for June 19 & \$1 rides, until 5pm
- **Feed the Need Food Drive and \$1 Ride Day:** Wednesday, June 26 – one FREE general admission for June 26 until 5pm with the donation of 4 non-perishable food items to benefit the Alameda County Community Food Bank and \$1 rides until 5pm
- **Father's Day Admission Gate Gift:** June 16, while supplies last
- **\$1 Ride Day:** Wednesday, July 3 – until 5pm

- **First Responder's Day:** July 4 – Free general Fair admission with ID Until 3pm
- **\$3 Fair Food Bites:** (Thursdays in June - June 20 and 27, 1pm- 5pm) – Select fun-sized Fair treats just \$3 each
- **Children 5 and Under:** FREE general admission ALL DAY, EVERYDAY
- **Military Appreciation:** One FREE general Fair admission with valid Military ID, ALL DAY, EVERYDAY

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The Alameda County Agricultural Fair Association, a 501(c)(3) 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 race track in America.



