



ARTISAN COLOMBIAN FOOD FESTIVAL

This is the first annual Colombia Gastronomy Festival that Stereo Caliente Entertainment (SCE) will be hosting. We are hoping to host this event Sat July 23 at the Covent Garden Market. We believe that the London market will be a great location to host this event because it is a spacious venue while also frequently visited by locals in the heart of downtown.

We really want to offer something different to the London community that they have never seen before. London is a very diverse, multicultural city where many different ethnic backgrounds reside, anywhere from the Latin American, to Asian, to the Middle Eastern, to just your local Canadians born and raised in London Ontario. We want to offer a whole new cultural experience to a very diverse city where diversity is welcomed and sought after.

Colombia is well known for having several different regions, all within Colombia but all with very different and distinct cultural traits i.e cuisine. There are five main regions within Colombia, Valle del Cauca, Antioquia, la Costa, Tolima, and Bogota the capital city. We are focusing on these five regions of the country and want to bring at least 10 vendors/ food trucks, two from each region, that will be cooking traditional cuisine you would typically find walking down the streets of Colombia.

We already have two DJ's lined up to play at the festival. The DJ's will be playing Spanish music, some that are customary to these regions. For example, Cali, is well know as the capital of the Salsa Music. They live and breathe salsa music in this region so we will play some Salsa music during the event. We want to make this event as traditional as possible while attracting the consumers from all other backgrounds.

At this festival we would like to offer alcohol beverages, taking the advantage of the weather giving the opportunity to the audience to enjoy a cold beer while listening to music and eating authentic Colombian food. For this reason we would like to apply for a Declaration of Municipal Significance.

I believe this will be a very unique and exciting opportunity for Londoner's. People from all over London will attend so they are able to experience the Colombian culture first hand, taste new and exciting cuisine and be outside socializing with their friends and families. We believe that this event it would be important for the city overall, giving to the community other options to enjoy the city of London and their events.

Sincerely,

Pablo Tovar