



Colombian Gastronomy Festival 2017

After an amazing response from the London community we are back with the Colombian Gastronomy Festival, host by Stereo Caliente Entertainment; this time for 2 days, Saturday July 22 and Sunday July 23. We are going to host the event at the Covent Garden Market, an unbelievable venue in the heart of downtown London.

We want to keep it different, simple and fun to our very diverse, multicultural city where many different ethnic backgrounds reside, anywhere from the Latin American, Asian, Middle Eastern, Europeans, to just your local Canadians born and raised in London Ontario. One of the new challenges is also targeting other cities so we can promote London as a great destination. This is a new cultural experience to a very diverse city where diversity is welcomed and sought after.

Colombia is characterized by the variety of its cuisine, all within Colombia but all with very different and distinct cultural traits. We want to offer different types of food from the main Regions within Colombia. Also we want to invite 2 vendors from another Latin-American country.. Last year we had in total 8 Food vendors this year we want to have 12 in total, 10 from Colombia and 2 from other Latin-American countries that will be cooking traditional cuisine you would typically find walking down the streets of Colombia and Latin-America.

Regarding the entertainment we will have DJ's playing Latin Music. The Music goes from Salsa to Vallenato, Spanish Rock to Latin House Music. We want to make this event as traditional and Fun at the same time while attracting the consumers from all other backgrounds. We are working on having live band or an orchestra, but we haven't confirmed which one yet.

At the Colombian Gastronomy Festival we would like to offer alcoholic beverages working with Local Business. We are a small business who likes to support other small businesses, we believe in London's potential. We would like people to enjoy a cold beer while experiencing the authentic Colombian and Latin-American culture. 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 and people from other cities. Our goal is that 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 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
Event Organizer