



## Latin Gastronomy Festival

After an amazing response from the London community we are back for the third year with the Colombian Gastronomy Festival now call the Latin Gastronomy Festival, host by Stereo Caliente Entertainment, the day of the event is on Saturday July 21 from 1:00 pm to 12:00 am. We are going to host the event at Budweiser Gardens Parking Lot, an unbelievable spot 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.

Latin America is characterized by the variety of its cuisine, all within Mexico to Argentina but all with very different and distinct cultural traits. Last year we had in total 14 Food vendors this year we want to increase the amount of vendors that will be cooking traditional cuisine you would typically find walking down the streets of Latin-America.

Regarding the entertainment we are bringing a well-known salsa artist from Puerto Rico also 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.

At the Latin 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 and a nice cocktail 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 Latin American 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