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**Media Release**

***30th May 2013***

For immediate release

**Street food revolution aims to drive retail footfall in Bristol**

The StrEAT Food Collective and St Nicholas Market (St Nick’s) are preparing for another fantastic evening of authentic street food on Wednesday 5th June on Corn Street, in a bid to drive footfall onto the streets of the Old City, when they host a second night market for Bristol City Council.

The series of three night markets is a partnership between StrEAT and the award-winning St Nicks Market, which is operated by Bristol City Council. The aim is to use the popularity of the StrEAT night markets to help raise awareness of the myriad of market traders who operate within the award-winning market and the many independent retailers who operate around Old City.

Street food culture exudes a richness of experience that has excited Eva Stuetzenberger, Retail Sector Development Manager, Destination Bristol.

*She says “gourmet street food brings a new experience and vibe to many of Bristol’s diverse high streets and public spaces.”*

The first StrEAT event on Corn Street was a huge success as it was attended by hundreds of customers including the Mayor of Bristol, George Ferguson. All the street food vendors and a pop up bar by craft brewers BrewDog sold out before 9pm.

Independent, unusual shops, street food vendors, a thriving market scene and high street initiatives like StrEAT are bringing people to the streets of Bristol in thousands as they seek a ‘shopping experience’ rather than opting for the cheapest deal.

The mobile street food vendors are actively encouraging customers to come to their stalls by using social media channels such as Facebook and Twitter to advertise where they will be trading and details of the dishes on the menu. It helps to create a dialogue with customers and helps positive ‘word-of-mouth’.

Tom Selway, President, Bristol Junior Chamber stated;

*“Street food culture brings an international energy and is something new and exciting. Bristol Junior Chamber is totally supportive of this independent and entrepreneurial grass roots movement.”*

The StrEAT Food Collective has been popping up in a wide range of Bristol locations including Corn Street in Old City, Cabot Circus and Cathedral Walk on Harbourside. The common aim is to drive footfall to areas under utilised in the evening in a bid to animate the space and drive footfall for nearby bricks and mortar businesses.

StrEAT will host two further pilot markets for Bristol City Council in June and July and if successful, the night market will be rolled out on a weekly basis. St Nick’s traders are invited to stay open and local businesses will be encouraged to showcase themselves at the next event.

Destination Bristol and Bristol Junior Chamber continue to back the initiative.

For more information on locations and to read the blog visit [www.streatfoodcollective.com](http://www.streatfoodcollective.com)

You can also follow StrEAT on twitter [www.twitter.com/streatuk](http://www.twitter.com/streatuk)

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**Notes to editors:**

**About StrEAT Food Collective**

StrEAT is a branded street food collective. It consists of a number of stalls run by local people who are able to cook authentic street food dishes from around the world. Each dish will cost no more than £6 and children will be encouraged to try new food.

StrEAT is an initiative by Coconut Chilli Digital.

**About Coconut Chilli Digital**

Coconut Chilli Digital is a cultural marketing and events consultancy specialising in food, leisure and culture. It is based in the culturally diverse and vibrant business district of Stokes Croft.

[www.coconutchillidigital.com](http://www.coconutchillidigital.com)

**About St. Nicholas Market**

St Nicholas Market, Bristol's historic charter market is home to the largest collection of independent retailers in Bristol with more than 50 traders operating Monday to Saturday throughout the year. It is divided into three distinct sections - the Exchange Hall, Glass Arcade and Covered Market each offering their own unique atmosphere and customer experience, in addition to weekly outdoor Farmers, Nails & Food markets.

For further information contact Navina Bartlett at Coconut Chilli Digital on 07815 935 745 or email: [navina@coconutchillidigital.com](mailto:navina@coconutchillidigital.com)

**About Destination Bristol**

Destination Bristol is the destination management partnership for Bristol & South Gloucestershire, a joint venture between Bristol City council and Business West. The organisation works with over 600 major business and strategic partners with the aim of increasing business competitiveness within the city centre, supporting employment and economic growth, and raising the profile of the Bristol city region as a world-class place to visit, study and live.

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