

J●POP
SUMMIT
FESTIVAL
2013

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PRESS RELEASE

FOR IMMEDIATE RELEASE:

The 2013 J-POP SUMMIT FESTIVAL ADDS A DELICIOUS COMPONENT WITH “POP GOURMET FOOD FESTIVAL” OFFERING A COLORFUL ASSORTMENT OF SOME OF THE BAY AREA’S MOST INNOVATIVE FOOD PROVOCATEURS

More Than A Dozen Mobile Food Trucks Join The 5th Annual San Francisco Celebration Of Japanese Pop Culture Alongside A Special Sake Tasting Event Hosted By Japanese Consul General

San Francisco, CA, July 1, 2013 – The 2013 J-POP Summit Festival, San Francisco’s annual grand celebration of Japanese pop culture, music, fashion and film, delivers a scrumptious new component to this year’s robust program of events and attractions as it announces the “*POP GOURMET Food Festival.*”

Taking place on Saturday and Sunday, July 27th and 28th across the city’s historic Japantown district as a prominent feature of the 5th annual J-POP Summit, the “POP Gourmet Food Festival” will feature more than a dozen of the Bay Area’s hottest and most popular mobile food eateries offering a wide assortment of innovative Japanese and Asian-influenced cuisine along with other sweets and delectable treats.

The “*POP GOURMET Food Festival.*” at J-POP Summit will be located at the intersection of Post St., Webster St, and Fillmore St. at the gateway to Japantown. It will be open from 11:00am to 6:00pm both days of the Festival.

Celebrating its 5th anniversary, 2013 J-POP Summit presents an exciting 2-day extravaganza jam-packed with events celebrating this year’s theme of “Making *Kawaii* Universal,” including live music performances, featuring J-POP superstar Kyary Pamyu Pamyu and other performers, Harakuju fashion shows, live-action and anime film premieres, special Guests of Honor, and other events and attractions. *Complete details are available at: www.J-POP.com.*

The "POP GOURMET Food Festival" will be augmented by a special Sake Tasting Event that will present three of the largest sake brewers and three of the largest sake distributors for the first time ever at J-POP Summit. Multiple sake tasting booths will be on display and attendees can enjoy real Japanese sake and gain historical insight into the roots of Japan's national spirit, as well as how it is made, how it should be enjoyed, and what foods it complements in an informative lecture delivered on both days by the Consulate General of Japan in San Francisco. Admission to the Sake Tasting Event is \$5.00 and participants must be at least 21 years of age (IDs will be checked).

Food Trucks To Be Featured At 2013 J-POP Summit POP Gourmet Food Festival

- [□ Candybar Dessert Truck](#)
- [□ The Chairman Truck](#)
- [□ THE CRÈME BRÛLÉE CART](#)
- [□ Hongry Kong](#)
- [□ JapaCurry](#)
- [□ Korean Bob Cha](#)
- [□ Kasa Indian](#)
- [□ KungFu Tacos](#)
- [□ Little Red Riding Truck](#)
- [□ ONIGILLY](#)
- [□ Phat Thai](#)
- [□ The Rib Whip](#)
- [□ We Sushi](#)

"San Francisco has long been a pioneer in food trends and also a bastion of pop culture in America, and what better way to blend these elements in Bay Area Style with the phenomenon of Japanese pop culture than at the J-POP Summit," says Takeshi Yoshida, General Producer of J-POP SUMMIT Festival. "We've assembled a delightful weekend for food lovers with a diverse and delicious array of some of the Bay Area's colorful assortment of fusion dishes. We also invite attendees to sample a high quality selection of some of the best Japanese sake brands at our first-ever Sake Tasting Event. They will never go wrong together. This promises to be the most exciting J-POP Summit Festival yet!"

About J-POP SUMMIT FESTIVAL

The J-POP SUMMIT FESTIVAL is an annual Japanese pop culture celebration that features live bands and artists from Japan, pop culture panel discussions, film premieres, fashion and DJ dance events, and celebrity appearances. The Festival is hosted by NEW PEOPLE in cooperation with the Japantown Merchants Association. In 2012, the two-day event attracted 65,000 attendees.

More information about the J-POP Summit Festival is available at J-POP.com.

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