



Chef Ryan Ellison from Mulvaney's B&L prepares "Frushi Sushi" (2023)



Cooking Theatre Stage (2023)



Ingredients & Supplies, Theatre Backstage

Share your enthusiasm and knowledge for all things food and cooking by becoming a Demonstrator at the California State Fair! Promote your restaurant, food truck, cookbook, cultural cuisine, web blog, healthy lifestyle message, or personal passion. Our goal is to educate over a half-million annual Fair Guests in the internationally-awarded Save Mart Supermarkets California's Kitchen exhibit.

The Cooking Theatre is a 3-kitchen, cooking-show-style set with an MC, seated audience, power and amplified sound. A stocked pantry, refrigeration, wash station, and common home kitchen equipment are backstage. Your ingredients are provided by our generous sponsor, Save Mart Supermarkets.

APPLICATIONS: Demonstrations are booked on a first-come-first-served basis. Space is limited, apply today! Accepted applicants are called for final scheduling, and will be sent the remaining required forms. There is no cost for application or reservation.

DATES: July 12-28, 2024, during the California State Fair

STAGE TIMES: Monday-Thursday: 12pm-8pm
Friday-Sunday: 11am-8pm
Stage time slots are 1 hour, contact the coordinator for longer stage times

LOCATION: Save Mart Supermarkets California's Kitchen, Building B, Cal Expo Fairgrounds
1600 Exposition Blvd, Sacramento, CA 95815

REQUIRED FORMS: In addition to this application, we also require the following forms: Letter of Understanding, Megan's Law, Credentials Request, and Ingredients Request

AVAILABLE SUPPLIES: Pots, pans, bakeware, basic kitchen utensils, small appliances

AVAILABLE INGREDIENTS: Save Mart Supermarkets is our Kitchen sponsor and will supply available ingredients based on the information you will submit on an Ingredients Request Form. To browse products at Save Mart go to their website at <https://www.savemart.com/shop-home>.

PLEASE BRING:

- Any specialty equipment such as good knives, pressure canners, electric woks, etc.
- Any specialty ingredients not available at Save Mart Supermarkets
- Your fanciest and flashiest apron or chef's jacket and your positive and outgoing personality!

SOUND: The Cooking Theatre has 3 wireless headsets

EMCEE: Our MC, Michael Marks, "Your Produce Man," is available at the Cooking Theatre to help prompt dialogue between you and the audience. His job is to make sure you have fun and look good onstage. He is great!



FOOD SAFETY: The Save Mart Supermarkets California's Kitchen exhibit is regularly inspected by the Health Department throughout the course of the Fair. Demonstrators are responsible for knowing and abiding by food safety standards. Kitchen staff can assist with questions.

- Closed-toe shoes required
- Long hair must be tied back or under a hat

SAMPLING: Guests love samples! Because our kitchens are inspected, food prepared onstage can be sampled out. Samples are portioned backstage by fair staff. You may also pass out samples of other recipes/products, as long as they were prepared and/or packaged in an inspected commercial facility.

EQUIPMENT DELIVERY: You may drive your vehicle right up to the building during delivery hours: Mon-Thu 9:30am-10:30am, Fri-Sun 8:30am-9:30am.

LOAD OUT: for loading out equipment at times other than the morning delivery windows, please ask the coordinator. Golf cart assistance may be available, but must be arranged in advance.

CREDENTIALS: Admission and Parking Credentials will be provided to guest chefs and any assistants for use on the day of the demonstration. A hand stamp is required for re-entry during the day. Parking Credentials allow one entry by a vehicle into the demonstrator parking area.

SALES: No sales are permitted in the Cooking Theatre. For sales opportunities, apply for one or more days in a CA Kitchen [Taster's Row Booth](#), or apply to be a 17-day [Commercial Vendor](#) or [Concessionaire](#).

CONTACT: Michelle Johnson, Culinary Program Coordinator
916.263.3189 or email at mejohanson@calexpo.com



2024 Save Mart California's Kitchen Cooking Theatre Application

SUBMIT TO: California's Kitchen, Michelle Johnson
P.O. Box 15649
Sacramento, CA 95852

916.263.3189
916.263.7903 (fax)
mejohanson@calexpo.com

Name of Promoted Business/Organization/YouTube Channel/Etc.	
Contact Person	
Phone Number	Cell Phone Number <i>(for day of presentation)</i>
Mailing Address	
City	State, Zip Code
Email Address	
Website	

Availability: Indicate preferred dates:

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Stage Hours: Fri-Sun: 11am-8pm; Mon-Thu: 12pm-8pm					July 12	July 13
July 14	July 15	July 16	July 17	July 18	July 19	July 20
July 21	July 22	July 23	July 24	July 25	July 26	July 27
July 38						

Demonstration Title
Description of Demonstration

Time of Day Preferred

(check all that apply)

- Morning
- Afternoon
- Evening

Preferred Number of Demonstrations

Number of Days: _____

Demos Per day: _____