

## For Immediate Release

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A Taste of Koko

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# Largest Food Crawl at SXSW

AUSTIN, Texas – Kick off SXSW 2013 with an on the move, food crawl-inspired tour celebrating the most buzzed-about eateries, restaurants, food trailers, and local fare in Austin. Led by Jane Ko of [A Taste of Koko](#), a recognized food blog based out of Austin that specializes in recipes, restaurant coverage and food photography, the food crawl brings together food and technology. The food crawl is sponsored by [Food By People](#), which is an Etsy for local home baked goods.

"I always get a lot of questions on where to eat and what are the best eats in Austin," says Food Crawl host Jane Ko. "So I figured why not create an event during SXSW and take people on an eating adventure?" Originally anticipating around a group of 50 attendees, the Food Crawl event exploded to 10,000 registered attendees over a course of 10 days on Eventbrite.

The Food Crawl will launch at the Long Center for the Performing Arts where attendees will pick up wristbands. 10,000 orange wristbands will be released on a first-come, first-serve basis. Notable bloggers and talented entrepreneurs in the food scene will be featured at the food crawl with a special guest appearance by Food Network's, Aida Mollenkamp. These notable people will lead groups of attendees around downtown Austin visiting local eateries as they mingle and network. Over 30 restaurants, food trailers, and food trucks will be offering exclusive promotions such as \$1 off artisan ice cream at Ice Cream Social, \$6 Japa Jam Burgers from Peached Tortilla, \$1 off quesadillas from Chi'Lantro BBQ, and \$2 off Koko's Special at The Jalopy. Fresh Off The Truck has created special menu and Kenichi will be opening it's doors on Saturday for an exclusive lunch for food crawlers. View participating restaurants on the interactive map at [map.foodcrawl.co](http://map.foodcrawl.co) and the schedule on [A Taste of Koko](#).

"I think the SXSW Food Crawl is one of the more unique and exciting meet-ups to be occurring during SXSW. Pairing the tech world with the food world during SXSW fits perfectly within the backdrop of Austin, where there is tremendous crossover of both sectors. We believe this event has the capacity to drive our brand's awareness to consumers nationally and beyond." - Eric of Peached Tortilla.

Participating start-ups such as Food By People will be beta launching at the food crawl to the targeted audience of foodies and techies. "Food Crawl 2013 at SXSW is the perfect place to beta launch an exploding food start-up. Food by People helps people who have a love affair with home baking open their own bakery, online. We hope to find bakers who would love to get on board," says Bernard Huang, co-founder of Food By People. Demoing start-ups include UMeTime, Cooking PlanIt, Forkly, Locate Special Diet, Half Past Now, and New York based coworking space, WeWork Labs. Babette from BakeSpace will be speaking about TechMUNCH, the food blogger conference that takes place at Whole Foods Market HQ the next day, and Theo Peck and Nick Surez from The Food Experiment will talking about Austin Smoke Experiment.

Food Crawl website <http://www.foodcrawl.co>

Food Crawl interactive map <http://www.map.foodcrawl.co>

Food Crawl schedule <http://www.atasteofkoko.com/sxsw-food-crawl-2013/>