

10 hours. 53 foods.

Reviews by RICK NELSON • Photos by ALEX KORMANN • Star Tribune staff

Ratings: ★★★★★ Exceptional ★★★★★ Highly recommended ★★★★★ Recommended ★ Satisfactory

THESE NINE ARE THE BEST NEW FOODS ...



★★★★
Kentikka Fried Chicken Sliders
 Hot Indian Foods • International Bazaar • \$12
 Chicken thighs, juicy and tender and sporting a crisp breaded coating, are dressed in a dreamy tomato-cream sauce (perfumed by smoked sweet paprika), garnished with a bright cabbage-cucumber-cumin-seed slaw and stuffed into first-rate slider buns. What's not to love? Available through Aug. 27.



★★★★
Behl Puri
 Hot Indian Foods • International Bazaar • \$10
 Chef Janene Holig relives her foray into Mumbai street foods with a gotta-have vegan snack. "It's all the mouthfeels," she said with a laugh, rattling off a Chex Mix-like toss of puffed rice, potatoes, roasted peanuts, flavorful tamarind chutney and an aromatic dried mango powder. Available through Aug. 27.



★★★★
Tacos Al Pastor
 Manny's Tortas • Food Building • \$5
 Now this is a taco. A porky, color-packed exercise in contrasts — spicy-cool and tender-chewy, all wrapped in a soft blue corn tortilla. Love the price, too.

Midtown Global Market at the Minnesota State Fair

Public Relations | Multi-Unit Retail | Creative
 2019

The Minnesota State Fair is one of the largest fairs in the country, annually drawing over two million visitors. Many local restaurants and retailers operate temporary booths, including several merchants from our client, Midtown Global Market.

In 2019, we were tasked with promoting six different Market businesses that were also vendors at the State Fair. Beginning in June with the release of the popular "new foods" list, we maintained media momentum throughout the summer, including all 12 days of the Fair. Our team secured widespread coverage in the major dailies, magazines, television and radio stations with advance and on-site cooking segments, interviews, and delicious samples for both media personalities and live audiences. Efforts extended beyond traditional media to include several social media influencers as well.

With strategic planning, each of the six vendors received significant media attention. In total, we secured 99 segments specific to our client at the Minnesota State Fair. Our Creative Department also provided design support by creating and producing menus and additional signage for on-site vendors.

6
 VENDORS

38.9 million
 POTENTIAL IMPRESSIONS

\$636,000
 PUBLICITY VALUE

