

For Immediate Release
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SF Bazaar Team Announces new Fall Festival: The Urban Epicurean

This year there's a new show to kick-off the holiday season! Introducing [The Urban Epicurean Festival](#), debuting at San Francisco's Fort Mason Center this fall. From the team that produces the long-running and well-loved [San Francisco Bazaar craft festivals](#), the Urban Epicurean Festival (or Urban Epic Fest) is a modern marketplace where craft, food, and drink converge. Shoppers will discover unique art, handmade goods, artisanal food, and local wine and beer while attending workshops on a range of topics from home brewing to urban beekeeping. With over 200 vendors filling [Fort Mason Center](#) this not-to-be-missed show will be a utopia for all food, drink, and craft lovers. Taking place from 11:30 am to 6:30 pm on Saturday, November 7th and Sunday, November 8th, Urban Epic Fest is a free family-friendly event.

Urban Epic Fest will feature the quality craft vendors SF Bazaar is known for, plus a wider array of local food and drink vendors. Foodies and holiday shoppers can sample and purchase local libations on the wine and beer mezzanine or enjoy specialty offerings from the cocktail bar and numerous food trucks. Those looking for a more hands-on experience are encouraged to sign up for one of many workshops that will be held over the weekend and learn firsthand about everything from cheese making to paper flower crafting. Ensuring the event is fun for all ages, Urban Epic Fest also includes a dedicated kids play area sponsored by local tech start-up [Mommy Nearest](#).

Jamie Chan tell us why she was inspired to launch this new show and what we can expect: "Urban Epic will bring together so many of the things I personally am passionate about. The Bay Area is rich in creativity and love of the land. I want the Urban Epic Fest to be the representation of the bounty we can find here everyday. What better way to celebrate Fall and kick off the holiday season than to attend Urban Epic Fest? Learn to pickle, sip Bay Area-made wines and shop local, all in one place. The Urban Epicurean Festival promises to be an epic event for all!"

The first 200 people through the door on both Saturday and Sunday will receive a custom tote bag designed by Eunice Moyle of [Hello!Lucky](#). Don't miss this one-of-a-kind event celebrating the bounty of the Bay Area!

For photos, more info on our vendors, or any other press inquiries please contact Christina Loff, christina@urbanepicfest.com.