



FOR IMMEDIATE RELEASE

### **MS KICK TO HOST FOODIE FEST: DOING IT FOR THE CULTURE AS A PART OF SBBRW**

SHREVEPORT, LA., Oct 23rd – Hungry? Tenants from Milam Street Kitchen Incubator & Community Kitchen- Southern University at Shreveport (MS KICK) and Local Food Trucks and Food Vendors will offer a variety of food specials at the first ever Foodie Fest: Doing it For the Culture Event to be held Saturday October 23, 2021 from 12pm – 6pm at MS KICK.

The Shreveport-Bossier African American Chamber of Commerce has launched the first-ever Shreveport-Bossier Black Restaurant Week (SBBRW), Oct 18-23<sup>rd</sup>. The Foodie Fest Event was created to allow non-traditional black owned Food Truck and Food Vendors to participate in the SBBRW and gain exposure and allow the community to experience a variety of food specials that they normally would not be exposed to on a day to day basis. This event is the Finale of SBBRW and the culmination of what the Shreveport-Bossier African American Chamber of Commerce was hoping to accomplish by creating SBBRW, and that is to provide exposure to the lesser known Minority businesses in the Food Industry.

As a part of the commitment to small businesses, MS KICK is assisting them to build up their business clientele, attain valuable knowledge of the culinary industry, and teach them how to create menu listing and pricing based on the type of environment they are selling their product in.

When asked what is the biggest takeaway from the SBBRW: Foodie Fest, Darrin Dixon, Director for Small Business Development and Entrepreneurship at Southern University at Shreveport stated “In one word, it creates “Awareness”, there are several food businesses that are off the beat and path that the Community is not aware of and I believe that is because of low capital and resources not readily available to them to leverage themselves to be as successful as possible. Programs and events like this provide the Small Businesses a chance to break out into the

market and give the community an opportunity to learn their brand and taste their products as well”

“We are excited to host the variety of Food Trucks and Food Vendors and help them gain first-hand knowledge in a real buyer seller environment. It’s also a win for the Community to be able to come out and enjoy good food, good music, and fellowship during the Foodie Fest Event,” added Monique Armand, Interim Executive Director of MS KICK – Southern University at Shreveport.

What to expect? Food, Live DJ & Band, Makers Faire Vendors, Bike Ride Tours, Handcrafted Daquiris, Energy Teas and More! Tickets can be purchased in advance on Eventbrite or at the Foodie Fest Event, \$5 General Admission and \$40 General Admission with a Bike Ride Tour of Downtown Shreveport and surrounding areas provided by Social Bike Rides.

The Kitchen Incubator and Community Kitchen program was developed to provide access to opportunities, increase economic development, better health & wellness outcomes, and build community capacity. Community partners include:

PRIMARY PARTNERS

City of Shreveport Office  
Of Community Development  
City of Shreveport Housing Authority  
U.S. Department of Housing (HUD)  
MLK Health Center & Pharmacy  
Southern University A & M College  
Choice Neighborhoods Advisory Board  
MS KICK Advisory Board

ADDITIONAL PARTNERS

CoHabitat Foundation  
Southern University AG  
Louisiana Restaurant Association  
Shreveport Career Solutions  
Caddo Parish Schools  
Shreveport Regional Arts Council (SRAC)  
Shreveport Green  
Food Bank of Northwest Louisiana

MS KICK is located at 1210 Milam Street outside of Downtown Shreveport. For more information, visit [www.mskick.org](http://www.mskick.org) or call 318-670-9780.

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