

For immediate release

Underbelly Festivals' StreetEat to open in Victoria Park

socially distanced, outdoor socialising this summer

- **StreetEat Victoria Park 7 – 31 August is the third StreetEat site following StreetEat on the South Bank (until 10 October) and StreetEat Wimbledon Park (23 August)**
- **StreetEat is a new event concept and brand from live entertainment company Underbelly**

Underbelly today announces **StreetEat Victoria Park** in Tower Hamlets, the latest in a new series of food and drink pop-ups opening across London this summer **7 – 31 August**.

The East London hotspot will be the third in the series of social-distanced food and drink pop-ups following **StreetEat on the South Bank** next to Gabriel's Wharf and **StreetEat Wimbledon Park**, which has enjoyed a scorching opening weekend.

Free to enter and completely outdoors, each StreetEat site will bring together the finest independent street food traders, open air bars, socially distanced seating pods and free live performances on our StreetEat stage from musicians, DJs, cabaret performers and singers. An emphasis will be placed on booking and supporting food traders, performers and artists that are local to the site or borough where they perform.

All sites will adhere to strict social distancing and enhanced hygiene measures in line with UK Government guidance whilst also providing a fun, relaxed and low impact outdoor socialising environment.

The events will be produced by the team behind Underbelly Festival Southbank, one of London's original pop-up sites and one of the UK's biggest and best-loved multi-arts festivals, renowned for its informal and fun atmosphere, groundbreaking live entertainment and buzzing outdoor bar spaces. Underbelly are one of the leading producers of outdoor pop-up events and festivals in London, having created events, theatres and festivals on sites including Leicester Square, Marble Arch, Trafalgar Square and of course South Bank.

Street Food on offer at StreetEat in Victoria Park includes Cyprus Kitchen, Hola Guacamole, Ces't Cheese, The Coffee Bug, Seawise, Rainbo, Uncle G's Gourmet Fried Chicken and Eat the Village. A variety of performers will be taking to the stage at Victoria Park, including Accordionist-Singer-Songwriter-Composer **Garance Louis & the Mademoiselle Loulou Orchestra**, Scottish singer-songwriter **Adam Beattie**, the **Minuscule Orchestra**.

Street Food on offer at StreetEat in Wimbledon Park includes Pabellon Venezuelan Food, It's a Wrap, Cripes it's Crepes, Fiore Truck, DeliVita Richmond, Vegan Junkies, Just in Bean and Cristina's Far From Home.

Street Food on offer at StreetEat on the South Bank includes Hola Guacamole, Lukumade Doughnut Tales, Katsutopia, Kurbside Kitchen, The London Grilled Fish Company, Simply Falafel, Smoketeers and Coco Labelle.

StreetEat will provide an opportunity for outdoor socialising in a well-managed, well-designed site, operated in line with the ongoing easing of lockdown restrictions, allowing local communities to come together, and people to socialise with friends and family in a safe environment.

Ed Bartlam and Charlie Wood, Directors of Underbelly, said:

"We are simply over the moon that Underbelly can again start doing what one of the things we love most - entertaining Londoners with our pop-up worlds of live performance, independent street food and great bars. Our StreetEat sites will clearly be different to what has gone before, but we can still promise a great Underbelly atmosphere, the finest of street food, awesome (and free!) entertainment alongside

strict social distancing and hygiene measures. And we're all outdoors! Most importantly, we want to support local artists and independent food operators by providing a platform for them to start trading and performing again in their local communities. Please come down to one of our sites, have a great time and show your support as well".

For media enquiries please contact Dee McCourt at Borkowski dee@borkowski.co.uk or Janek Borkowski at Borkowski janek@borkowski.co.uk Tel: 07803 726543

Ends

IMAGES & ASSETS CAN BE DOWNLOADED [HERE](#) CREDIT UNDERBELLY

SOCIAL MEDIA

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ABOUT UNDERBELLY

Established in 2000 at the world-renowned Edinburgh Festival Fringe, Underbelly is a leading live entertainment and event production company based in the UK with offices in London and Edinburgh. We specialise in the creation, curation and management of large scale cultural events and festivals with a particular focus on city centres and sensitive locations.

Our current London events and festivals include Underbelly Festival Southbank, Christmas In Leicester Square and Christmas in Trafalgar Square (both for Westminster City Council) and Underbelly's Christmas Market Southbank. We are also the event production partner for WestEnd Live in Trafalgar Square (on behalf of Westminster City Council and Society London Theatre) and for four years we were the event producer for Pride in London, the second largest one day event in London.

In Scotland we produce Underbelly at the Edinburgh Fringe, programming and presenting 200 shows per day across 24 popup theatres and 5 outdoor sites, Edinburgh's Christmas and Edinburgh's Hogmanay Festival (both for City of Edinburgh Council). We love creating fantastic and unique pop-up events. We love entertaining. We love creating something for all ages and all tastes to enjoy. Most of all, we love live entertainment and events. In 2019, we sold over 1.4 million tickets to events and productions that we produced and welcomed more than 9 million people to our event and festival sites

ABOUT PERFORMERS AT VICTORIA PARK

- **Garance Louis** - Accordionist-Singer-Songwriter-Composer - www.garancelouis.com
- **Adam Beattie** - Scottish singer-songwriter and multi-instrumentalist - www.adambeattie.com