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***FASHIONABLE FOOD TRUCK FRENZY ON RODEO DRIVE
17 OF LA'S TOP GOURMET TRUCKS***

**FASHION'S NIGHT OUT RETURNS TO RODEO DRIVE
IN 90210 ON SEPT. 8, 2011**

BEVERLY HILLS, Calif. – Have you ever wanted to see 17 of LA's top gourmet trucks in Beverly Hills?

The Rodeo Drive Committee has announced that Beverly Hills' celebration of Fashion's Night Out (FNO) will return to Rodeo Drive and the 90210 as a part of the global shopping event on Thursday, September 8, 2011 from 6 to 10 pm. Not only is the famed boulevard bringing the best of fashion, but also the best of food to guests that night.

The food truck revolution has turned some of Los Angeles' best chefs into mobile machines. From Downtown to Santa Monica, these trucks travel near and far to bring their customers the most delicious food made with the freshest ingredients.

“As one of the most renowned shopping streets in the world, Beverly Hills will be transformed to celebrate fashion, food and fun for one night,” says Rodeo Drive Committee President Jim Jahant. “This year, Rodeo Drive is going above and beyond with what will likely be the most famous high-end fashion carnival ever created.”

For Beverly Hills' celebration of FNO, LA Street Food app, the definitive insider's guide for street food across LA, has brought seventeen of LA's top gourmet trucks to fuel hungry shoppers on Rodeo and Beverly Drive with an eclectic selection of tastes. That is more than double the number of trucks Rodeo Drive had last year; so shoppers can treat themselves to an array of snacks, sweets and even fresh flowers.

Shoppers who are interested in giving back to the community can have dinner at **CART FOR A CAUSE**, a charitable food truck that sells meals created by some of LA's finest chefs. Among the featured chefs are Alex Becker (Nobu West Hollywood), Nicholas Peter (Little Door) and Sal Marino (Il Grano). \$6.50 (the cost to feed one person a day) of every meal goes directly to St. Vincent Meals On Wheels. For FNO, Cart for A Cause, will feature BLD, one of LA's casual yet modern neighborhood gathering spots where guests may indulge in Breakfast, Lunch and Dinner.

Other trucks will bring parts of America to Rodeo Drive that night, with **LOBSTA TRUCK** and **GREASY WEINER**. For seafood lovers, Lobsta Truck is the perfect choice with fresh lobster meat from Maine. For hot dog fans, Greasy Weiner is the ideal pick with their New Jersey style dogs. Exclusively for FNO, the truck is presenting a Special Edition FNO hot dog topped with black beans, grilled white onions, and a red homemade spicy sauce.

For the kids, **TINO'S PIZZA TRUCK** is always a favorite with their hand-tossed pizzas. Guests also have the option of breakfast for dinner at the **BUTTERMILK TRUCK**, which serves fluffy pancakes and French toast all day. The truck has created a Special Edition FNO red velvet Whoopie Pie for the evening. **ME SO HUNGRY** and Executive Chef Cory Ewing will be grilling up mini monster sliders made with Angus beef infused with bold flavors. In addition, **FATBURGER** headquarters has moved to Beverly Hills and will be featuring their famous truck on Beverly Drive that evening.

For cheesy snacks, guests can visit the **CHEESEBALL WAGON** with their world famous Cheddar Cheeseball. The Wagon is restyling their signature dessert, the "Cheesecake Cuties" to be decked out in a couture Oreo coating and red silk scarf. Also stopping by is **NACHO TRUCK** with their 'California Love' and **FRYSMITH**, the famous truck that sells French fries with flavorful toppings.

Chef Chris Goossen, previously of Bottega Louie in Downtown, presents the **KNOCKOUT TACO TRUCK**, with an array of authentic and global tacos. Special Edition FNO tacos include spicy shrimp with a red sauce served on a black tortilla, and rock shrimp in a crème sauce topped with caviar on a white tortilla.

To top it all off, foodies will be able to indulge in desserts from **SPRINKLES CUPCAKES**, which will be bringing FNO exclusive cupcakes to Rodeo Drive. **WAFFLES DE LIEGE** will be serving a fresh Belgian waffle topped with vanilla ice cream, strawberries, whipped cream, chocolate syrup, and a custom chocolate FNO garnish for their Special Edition dish. **TANGO MANGO** will be the only truck serving Italian Ice with flavors ranging from chocolate to watermelon. **COOLHAUS** once again brings gourmet ice cream sandwiches to Rodeo Drive. The truck will feature a Special Edition FNO sandwich with red velvet ice cream between two double chocolate chip cookies. **BREEZY FREEZE** will offer flavored snowballs for the young and young-hearted. But the most beautiful and fragrant part of the 90210's food truck frenzy will be fresh flowers at **THE FLOWER TRUCK**.

Stay tuned for updates on Fashion's Night Out on Rodeo Drive via www.rodeodrive-bh.com and follow the fun on Facebook and Twitter.

About Rodeo Drive

Rodeo Drive, internationally recognized as the intersection of fashion and entertainment, is a unique destination for both Southern California residents, as well as visitors from across the globe. The City of Beverly Hills' beautification projects, the prestigious Rodeo Drive Walk of Style® Award and the distinguished retailers all help create an unparalleled atmosphere only found on this famed street. For more information, please visit www.rodeodrive-bh.com.

About Fashion's Night Out

Fashion's Night Out (FNO) is an unprecedented global initiative originally created in 2009 to celebrate fashion, restore consumer confidence, and boost the industry's economy during the recession. On September 8, 2011, in response to overwhelming demand, Fashion's Night Out will return to New York City, Los Angeles and over 100 other cities nationwide to highlight fashion and support retail with exciting events that include designer appearances, celebrity guests, fashion shows and musical performances. In the United States, the program is a collaboration between American Vogue, the Council of Fashion Designers of America, NYC & Company, and the City of New York. For more information visit www.fashionsnightout.com, or join us on Facebook and Twitter (@fnonyc, #FNO).

About LA Street Food

La's melting pot makes it the undisputed street food capital of the world. LA Street Food app covers it all, from Vietnamese pho houses to Mexican taco stands to Grilled Cheese food trucks. Interactive GPS maps will help you navigate through the streets of LA, while categorized listings, in-depth reviews, Twitter links, and picture slideshows will help you find a budget-conscious meal for under \$20. "LA Street Food" is the definitive insider's guide for foodies, Yelpers and the common carnivore/herbivore who want something different, delicious and most importantly in these recession obsession times – inexpensive. Download now on iTunes and receive regular updates with new reviews, leave comments and join the conversation on the LA Street Food blog (www.lastreetfood.net<<http://www.lastreetfood.net>>). Follow LA Street Food on Twitter.com/lastreetfoodapp and be a Facebook fan @ LA Street Food.

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