



Community Services
City of Beverly Hills
455 N. Rexford Dr.
Beverly Hills, CA 90210-4817
310.285.2530
www.beverlyhills.org

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Contact: Dana Beesen
310.285.2530
dbeesen@beverlyhills.org

Thousands Turn Out for First Hummus Festival at Beverly Hills Farmers' Market Despite Rain

Event Featured Hummus Smorgasbord and Competition



Back row, l to r: Judges Jeff Gross of Mickey Fine Pharmacy and Grill, Frances Bilak, Recreation and Parks Commission Chair and Nancy Krasne, Vice-Mayor for City of Beverly Hills with award winners (front row, l to r) Rachid Rouhi of Mom's Hummus, Rose Kemps and Ron Sasiela.

Pharmacy and Grill, the sponsor of the hummus competition. Judges Nancy Krasne, Vice-Mayor, City of Beverly Hills; Maya Kadosh, Consulate General of Israel in Los Angeles, Jeff Gross, Mickey Fine Pharmacy and Grill and Frances Bilak, Recreation and Parks Commission Chair, awarded a tie for First Place to Rose Kemps for her red pepper hummus and Rachid Rouhi from Mom's Hummus (a vendor at the market) for his artichoke, spinach hummus. The second place winner was Ron Sasiela for his lemon, chunky avocado hummus. Other hummus varieties entered by the competitors included, golden beet hummus, cured lemon hummus, hummus with fava beans; traditional Lebanese hummus; Egyptian hummus and one called "Hummus with Love."

In addition to everything hummus, it was a gastronome's delight with several Israeli eateries serving their most popular dishes. Bibi's Bakery & Café served potato and cheese bourekas; Majestic Glatt Catering & Events served sabich sandwiches and vegetable paninis; and the Middle Feast Food Truck served chicken shawarma in pita. Pacific Kosher, Sadaf Foods and Falafel Party also served a variety of delectable delights.

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Beverly Hills, Calif. – It's rare when raindrops fall in Southern California, but despite the wet weather, several thousand people turned out for the first-ever Hummus Festival at the Beverly Hills Farmers Market last Sunday.

Sponsored by the Consulate General of Israel in Los Angeles, The Israeli American Council, The Israeli House and the City of Beverly Hills, the Hummus Festival was a celebration of Israeli food and culture featuring a hummus smorgasbord and a competition among hummus-making amateurs and professionals. The competition brought out ten impassioned participants who revealed their delightfully delicious creations. The top three were awarded gift certificates by Mickey Fine

In addition to the Farmers' Market's regular produce and specialty food item vendors, shoppers were able to buy jewelry, art, gift items and other accessories from Israeli establishments. The documentary, "For the Love of Hummus," was available for viewing and a virtual reality tour of Israel made one feel as if they were actually traveling there.

The Hummus Festival is one of several special events that are held at the Beverly Hills Farmers' Market. Piesta, the annual pie-baking competition is held in June, and Picklefest, the annual pickling competition is held in August. To learn more about the Farmers' Market's events and activities, go to www.beverlyhills.org/farmersmarket.

The Farmers' Market is open every Sunday from 10 a.m. to 1 p.m. and is located along the 9300 block of Civic Center Drive between Third Street and Santa Monica Boulevard in Beverly Hills, California. Free, two-hour parking is available in the Civic Center parking garage or free parking until 2 p.m. in nearby Third Street garage.

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