



## FOR IMMEDIATE RELEASE

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### **PARDINI'S CATERING & BANQUET NAMED NEW MASTER CONCESSIONAIRE FOR THE FRESNO FAIRGROUNDS**

**FRESNO, CALIFORNIA...APRIL 27, 2010...**The Big Fresno Fair is proud to announce that Pardini's Catering & Banquets has been named the new master concessionaire for the Fresno Fairgrounds. Pardini's, which was established in 1958, is Fresno's oldest catering service with a long-standing reputation for excellent food and customer service.

"The Pardini family and staff bring an extremely high level of professionalism and quality to the Fairgrounds," said John C. Alkire, CEO of The Big Fresno Fair. "For more than 60 years Pardini's has remained at the top of Fresno's finest food service with restaurants, catering and banquets that are next to none and we are excited to have them as our new master concessionaire and look forward to working with them."

As the new master concessionaire, Pardini's will provide food and beverage services for the annual Fair event, as well as the more than 200 events that take place year round at the Fresno Fairgrounds. Pardini's and the Fresno Fairgrounds will introduce new more convenient and affordable catering packages for year round events – specifically weddings, banquets, office parties, birthday parties and barbeques in the Park. These catering packages will make it even more convenient to hold events at the Fairgrounds and provides top level customer service and food.

"The Big Fresno Fair is a longstanding tradition in the Central Valley and we like to think of ourselves as a longstanding tradition in catering as well," said Jim Pardini, owner of Pardini's Catering & Banquets. "It is an ideal partnership and we couldn't be more excited about serving the nearly 550,000 Fair patrons and the more than 1.2 million people that attend events at the Fairgrounds year round."

For more information on interim rentals, please call (559) 650-FAIR or visit [www.FresnoFair.com](http://www.FresnoFair.com).

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