

HOT LUCK

Live **FOOD & MUSIC**

MAY 23RD-26TH, 2024



BENEFITING

**SOUTHERN
SMOKE
FOUNDATION**



ABOUT

Austin is home to Hot Luck, where groundbreaking and genre-bending chefs from across the country—both emerging and established—set the stage for a weekend of live food and music events in dramatic, unforgettable environments. Hot Luck is where industry friendships and relationships are forged, and original, astonishing food is served nightly by restaurant teams from across the country to guests from around the world.

Hot Luck is a hungry love letter to the city of Austin, launched in 2017 in collaboration with world-class food, music, and cultural scenes and the brainchild of pitmaster and author Aaron Franklin; Guerilla Suit owner and man about town James Moody; and Feast Portland co-founder Mike Thelin. Hot Luck is proud to benefit the Southern Smoke Foundation.

In the last six years, Hot Luck has welcomed some of the world's coolest chefs, influential media and inspiring brands to Austin every Memorial Day weekend for four days of food, music and fun. We like to think of ourselves as the backyard BBQ of food and music festivals—a place where participants and guests are excited to gather and celebrate what they love most about the worlds of food and music in a city that celebrates creativity, originality and good times. See you at Hot Luck in 2024





2023 Attendance

12,000
ENTERTAINED

70%
TEXAN

56%
MALE

44%
FEMALE

74%
25-44 IN AGE

2023 Miscellaneous

1,200
CINDER BLOCKS
USED TO BUILD
FIRE PITS

5,500
TORTILLAS MADE
ONSITE

2400
HAWAIIAN
ROLLS

1,300
EARS OF
CORN

1,450
LBS. BUTTER

850
LBS. BISON

16
LBS. CAVIAR

1,243
LOBSTER
ROLLS

150,000
SMILES

2,000
CHICKEN WINGS

14
BEARD WINNERS

1
ROVING GREEN
ROOM FOR
CHEFS

42
FRYERS

59
PLANCHAS

15,760
CANS OF
RAMBLER

25,000+
HIGH FIVES

150+
VOLUNTEERS

175+
CULINARY
STUDENTS



2023 Media

SOCIAL MEDIA

2.2M+

ORGANIC
IMPRESSIONS

PAID MEDIA

3.1M+

PAID
ADVERTISING

EARNED MEDIA

494M

IMPRESSIONS

NEWSLETTER

57%

OPEN RATE

**HOT
LUCK**

Live **FOOD & MUSIC**

May **23rd**
THRU **26th**

Tickets
ON SALE NOW!

LIVE FOOD BY

RENE ANDRADE · MASHAMA BAILEY · CHRIS BIANCO
AARON BLUDORN · JUNIOR BORGES
TAVEL BRISTOL · JOSEPH · JOANNE CANADY-BROWN
VALERIE CHANG · ASHLEY CHRISTENSEN · DANA CREE
JAKUB CZYSZCZON · TODD DUPLECHAN
KAREEM EL-GHAYESH · KEVIN FINK
MICHAEL FOJTASEK · AARON FRANKLIN
MARC-OLIVIER FRAPPIER · NICK GOELLNER
CHRISTIAN GRINDROD · SARAH GRUENEBERG
MASON HEREFORD · SILVER IOCOVOZZI · ALEX KEMP
KYLE KNALL · EVAN LEROY · BRIAN LIGHT · SARAH LIM

TAVEL BRISTOL · JOSEPH · JOANNE CANADY-BROWN
VALERIE CHANG · ASHLEY CHRISTENSEN · DANA CREE
JAKUB CZYSZCZON · TODD DUPLECHAN
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KYLE KNALL · EVAN LEROY · BRIAN LIGHT · SARAH LIM
TRACY MALECHEK-EZEKIEL · TAYLOR MANNING
REBECCA MASSON · SERIGNE MBAYE
SARAH MCINTOSH · DIANE MOUA · DAVID MURPHY
MISTI NORRIS · FERMIN NUNEZ · YOSHI OKAI
CHAVA OROZCO · COLTER PECK · ADAM PERRY LANG
ARIANA QUANT · ANDY QUINN · DOUGLAS RANKIN
BETO ROBLEDO · EDGAR RICO · GABRIEL RUCKER
JEREMY SEWALL · CHRIS SHEPHERD
AMANDA SHULMAN · ARLIN SMITH · PHILIP SPEER
SHANE STARK · ED SZYMANSKI · ANDREW TAYLOR
FIORE TEDESCO · DAVIS TURNER · SOPHINA VONG
PAOLA VELEZ · CHUY VILLARREAL · AND MORE!

LIVE MUSIC EVERY EVEING!



TICKETS!



We look forward to this event every year! Aaron does such a great job of bringing the best to Austin. Great food, great music, and most of all, great people. We're so honored that Aaron and the Hot Luck team has chosen Southern Smoke as its beneficiary, and we are so grateful for the support so we can continue to assist our industry through emergency relief and mental health services. We work together to take care of our own."

Chris Shepherd

**CHEF & FOUNDER
SOUTHERN SMOKE FOUNDATION**



2024 Event Schedule

MAY 23

MAY 24

MAY 25

MAY 26

Thursday

Kick-Off Party

We take over the Mohawk, to welcome our WE ticket holders and VIP guests with cheffy snacks and drinks.

500 guests

Additional Programing

- Live music at various venues
- Industry Party

Friday

Hot Luck Supper Club

With a golden age Supper Club theme, this event at Austin's iconic Fair Market brings nostalgia, food, and fun on a big scale.

1,200 guests

Additional Programing

- Live music at various venues

Saturday

Al Fuego

A flame-fueled celebration of open-air cooking set in the scenic Texas Hill Country at the Wild Onion Ranch, Al Fuego is Hot Luck's main event.

2,500 guests

Additional Programing

- Live music at various venues
- Industry Happenings

Sunday

Camp Sunnyside Brunch

The 'counselors' at Wild Onion Ranch will roll out the grandest campfire brunch ever known 'round these parts,

2,000 guests

Additional Programing

- Chef Closing Party
- Live music at various venues

"Hot Luck is one of the events I look forward to every year. It's the most diverse in food representation and entertainment in Austin. It has solidified itself as one of the best food experiences guests can have at such a large social event."

Tavel Bristol Joseph

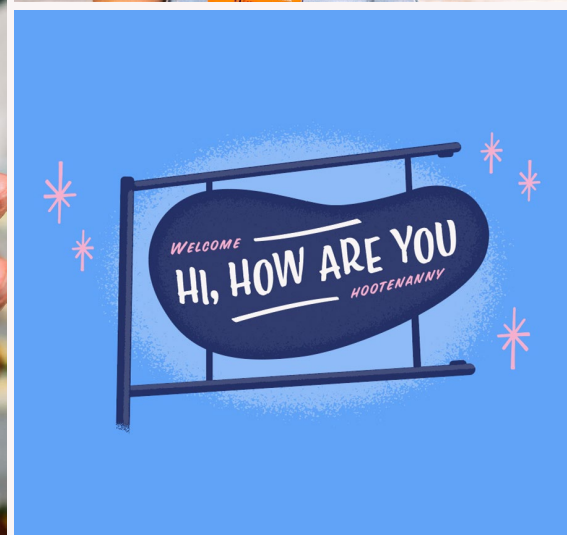
CHEF & PARTNER,
EMMER & RYE HOSPITALITY GROUP



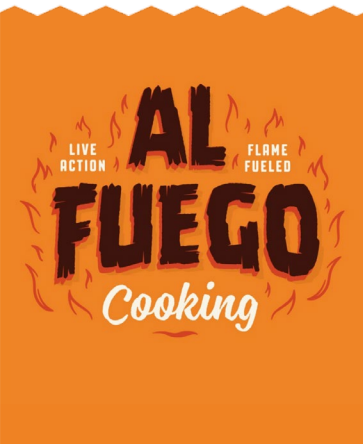


2023 Event ReCa

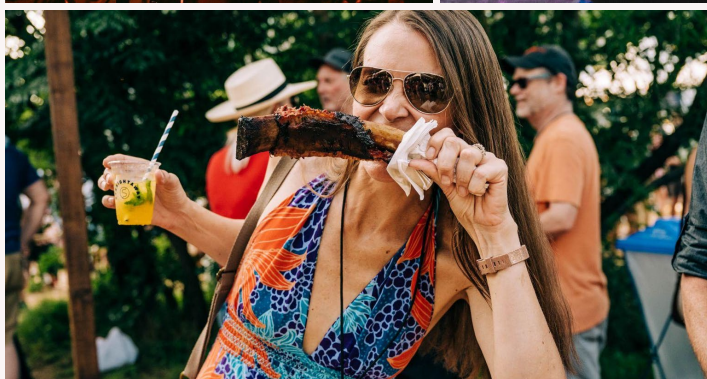
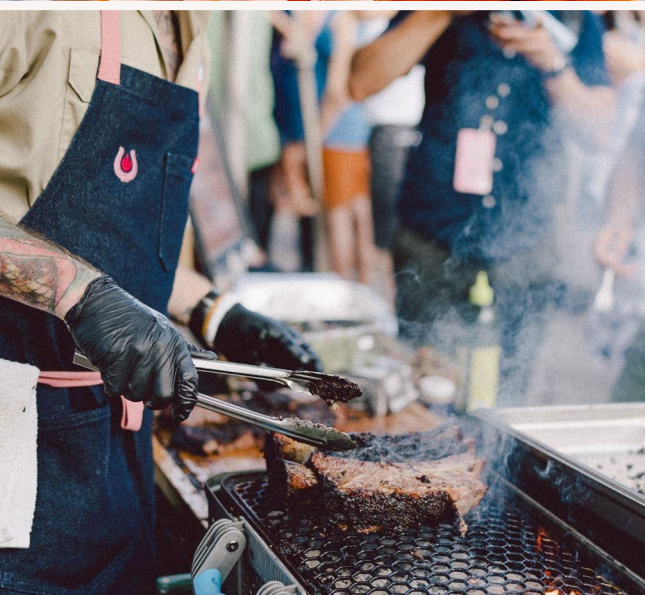












"Hot Luck creates such an organic space for brands to connect with chefs and culinary brilliance in a way that doesn't feel transactional at all. It's so special and it's a weekend our company looks forward to every year."

Ellen Bennett

**FOUNDER AND CHIEF BRAND
OFFICER, HEDLEY AND BENNETT**

Austin American-Statesman

Chefs from California to Maine cooking at Franklin's Hot Luck in May

Nathan Adams
Austin American-Statesman
Los Angeles bureau

You won't be able to swing a brisket without hitting a famous chef (or five) at Aaron Franklin's 5th annual Hot Luck in late May.

But more importantly to Franklin, the festival would also be hitting one of his friends. (His neighbor might have no part of even in the first anniversary.)

Franklin has the star again, expected a lot of more than 50 guest chefs from around the country and the festival's first partner, James Moody and Nita Throckmorton. But take place the last weekend of May.

Austin's most famous barbecue man, a festival that feels more like a backyard party than a Regan-era white-knapping event, with guests getting away from the dozens of highly regarded chefs who seem to be having as much fun as the event.

Individual tickets available for all programming for the first time and weekend passes are on sale earlier this year for the music and food festival that introduced a new side event and a full slate of chefs with names that will be recognizable to anyone familiar with the American barbecue scene.

What's new at Hot Luck May 2023?

The kick-off event, 10, show live Texas

Overseeing of Memorial in Chicago. Saturday night's main event, a gastronomic festival, will feature live cooking and home, takes place at Wild Onion Ranch and will showcase the talents of chefs from places, new chefs, Josh Williams (Vince, Chicago, Arts South and Austin), Tyler (Chicago, D.C.), Portland, Maine, Ashleigh (East Coast) and Fink, Adelaide, S.C., Michael (Cincinnati) (Providence, Los Angeles), Thomas (Austin, Austin), Kansas (Austin, Austin) and others.

Hot Luck ticket options and music

Individual tickets for Thursday and Friday night events cost \$100. Tickets for the complete day Friday event cost \$250, and include tickets to weekend passes, which get ticket holders into night events early and grants access to music concerts, and \$200. Tickets and more information at hotluckfest.com.

The live music schedule, which features shows at venues such as The Back and Continental Club, includes The Gas and the Blues, The Gas, Franklin and The Wild Fingers, The Blues, and Robert Ellis, with individual ticketing on the festival's website.

Hot Luck Weekend's Southern music festival, a gastronomic festival, is a festival that features live cooking and home, takes place at Wild Onion Ranch and will showcase the talents of chefs from places, new chefs, Josh Williams (Vince, Chicago, Arts South and Austin), Tyler (Chicago, D.C.), Portland, Maine, Ashleigh (East Coast) and Fink, Adelaide, S.C., Michael (Cincinnati) (Providence, Los Angeles), Thomas (Austin, Austin), Kansas (Austin, Austin) and others.

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EATER AUSTIN

Where to Eat and Drink During Memorial Weekend in Austin

Kick off the summer properly with barbecue, beer, and hot dogs

Thursday, May 25 through Sunday, May 28

- The music-and-food-filled Hot Luck Festival is happening again this year, with meaty and veggie bites plus fun shows all through the weekend. [Here's Eater Austin's full guide.](#) (multiple locations)

Austin American-Statesman

World-class pizzamaker, top female chefs and BBQ masters headlining Franklin's Hot Luck

You won't be able to swing a brisket without hitting a famous chef (or five) at Aaron Franklin's fifth annual Hot Luck fest in late May.

thrillist

Hot Luck Fest's First Hmong Chef Puts a Spotlight on Southeast Asian Cuisine

James Beard-nominated pastry chef Diane Moua comes bearing passion and passionfruit.

Although there are approximately 327,000 Hmong people in the United States, Hmong and Asian people are still underrepresented in the culinary scene. So, "to be a part of Hot Luck Fest is a huge honor," Moua tells Thrillist.

Moua didn't get to Hot Luck Fest overnight. Her journey began over two decades ago in the kitchen of Tim Mackey, the Midwest's first James Beard Award-winning chef, where she interned and worked for him for 12 years. Afterward, Moua trained with Gavin Kaysen in 2014, helping to develop pastry programs as executive pastry chef for his restaurants, Spoon and Stable and, later, for Bellecure and Demi in Minneapolis.

Moua has been nominated for an impressive five James Beard Awards, twice as a finalist for Outstanding Pastry Chef. She has a new Minneapolis restaurant opening in the works this year.

EATER AUSTIN

The Ultimate Guide to Aaron Franklin's Hot Luck Festival

An ideal itinerary for getting the meatiest experience the Memorial Day weekend has to offer

By Nisha Chaudhary | May 25, 2023, 2:19pm CDT

I's back: Aaron Franklin's fifth food and music party with tailgating vibes, **Hot Luck Festival**, kicks off next week with a stellar chef lineup and great concerts.

To help navigate the multi-part event, Eater put together this useful guide to everything you need to know

AUSTIN FOOD MAG

Hot Luck Fest 2023: The Ultimate Food and Music Celebration

Hot Luck Fest 2023: The Ultimate Food and Music Celebration

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Hot Luck Music & Food Festival Returns On Memorial Day Weekend

Hot Luck Food & Music Fest Memorial Day Weekend

AC

Some of Our Favorite Plates (So Far) From Hot Luck

Food photos from the fest to feed your fomo

BY MELANIE HAUPT AND ROD MACHEN, 11:45AM, FRI, MAY 26, 2023

The first food event of Hot Luck, Aaron Franklin's three-day food and music fest, kicked off on Thursday night with **15, Show Asa You?** in the parking lot of Franklin Barbecue. Our man on the street, **Red Machen**, was first in line and has much to report from the first night of the three-day food and music fest.

Attendees enjoyed lovely weather, not too hot but maybe a touch humid, and it was busy, but the lines were manageable.

FOX 7 AUSTIN

Live music and live-action cooking come together for Hot Luck Fest

Natalie Price is one of many musicians who will be performing at Hot Luck Fest this Memorial Day weekend. She performed live this

Southern Living

15 Southern Festivals Worth Planning A Trip Around

7. Hot Luck Fest

This Austin, Texas festival founded by James Beard Award-winner Aaron Franklin has a little something for everyone. The three-day festival takes place over Memorial Day Weekend and features a star-studded lineup of chefs from across the country, as well as performances from 22 bands at venues all around the city.

AC

Hot Luck Serves Up Music and a New Venue, Buffet Style

Five assorted picks for this weekend's food and sound festival

BY RACHEL RASCOE, KEVIN CURTIN, KRIS CONKLIN, AND GENNY WOOD, FRI, MAY 26, 2023

This year's musical bookings to accompany the foodie, Aaron Franklin-founded **Hot Luck Festival** appear in a little bit of everything — just the way we like it. Alongside world-renowned chef through the day, the gathering meat pops an expanded venue this Thursday, May 25, through Sunday, May 28. It's all 20 minutes after eating to dip into Hot Luck Vegas' "queasy" playlist of Cold War's experimental metal and blood-spitting Texan singer-songwriters Shyria and Robert Ellis' homestyle offerings and at Hot Luck, where Percussion and Lullabies also jump in the curatorial mix. With shows open to Hot Luck passholders, individual tickets range from \$10 to \$22.

To get your fill for free, High Noon serves up nightly no-cost shows, wrapping with a Sunday day party featuring Austin country mythologist Jonathan Tensel. Next door at 1001 East Cesar Chavez, new venue **the Coast Stable** rehires Hot Luck as its grand opening weekend in the former Long Play Lounge EastFolk Club building, decked out in a fresh red-and-yellow-kill-a-fellow paint job. Find the full musical menu at [hotluckfest.com/tickets](#) — Rachel Rascoe

CONDÉ NAST

26 Last-Minute Memorial Day Weekend Getaways You Can Still Book

From Lake Tahoe to the Finger Lakes, here's where to spend the first long weekend of the summer.

Hot Luck Festival is a festival that features live cooking and home, takes place at Wild Onion Ranch and will showcase the talents of chefs from places, new chefs, Josh Williams (Vince, Chicago, Arts South and Austin), Tyler (Chicago, D.C.), Portland, Maine, Ashleigh (East Coast) and Fink, Adelaide, S.C., Michael (Cincinnati) (Providence, Los Angeles), Thomas (Austin, Austin), Kansas (Austin, Austin) and others.