

MINI AT SMORGASBURG



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MINI PARTNERS WITH SMORGASBURG FOR IMMERSIVE FALL EVENT SERIES

*Two iconic brands to host a season-long celebration of food, fun, and
community spirit.*

Woodcliff Lake, NJ – September 26, 2025 – [MINI USA](#) is excited to announce a dynamic new partnership with [Smorgasburg](#), the largest weekly open-air food festival in the United States, for a series of immersive, one-day events this fall. “MINI at Smorgasburg” will bring the MINI brand’s fun and expressive spirit to Smorgasburg’s tasty events in three cities: Los Angeles, Atlanta, and Miami.

Smorgasburg, renowned for its vibrant atmosphere and global flavors, draws between 3,000 and 7,000 attendees per day at its year-round markets. This fall, MINI will join in the savory fun, transforming a part of the festival into a MINI experience with the MINI vehicle family, a Countryman DJ booth, and interactive experiences for visitors.

“We are proud to collaborate with innovative partners like MINI USA who are all about bringing fun, excitement, and value to our unique market. Our vendors are thrilled to create their MINI inspired bites, and we can’t wait to share them with our guests in a way that will allow them to explore more of what Smorgasburg has to offer!” said Negin Singh, VP of Partnerships and Programming at Smorgasburg.

“MINI at Smorgasburg” is a celebration of community, creativity, and culinary adventure—welcoming everyone from everywhere to join the fun. The collaboration underscores MINI’s commitment to bringing people together and creating memorable MINI experiences sometimes where it is least expected.

Event highlights include:

- **MINI Family Display:** Attendees can explore the latest MINI models, including the JCW 2 Door Hardtop, Countryman Cooper S, and Convertible Cooper S. Product specialists will be on-site to answer questions and offer walk-arounds.

- **Countryman DJ Booth:** Enjoy live music from a DJ spinning from a MINI Countryman, adding energy and excitement to the market.
- **MINI Bites Scavenger Hunt:** The first 1,000 visitors to register at the MINI booth will receive a sampling card for three free “MINI bites, big flavor” samples from select vendors, each inspired by MINI’s iconic colors and qualities.
- **Red Bull Integration:** Experience Red Bull DJ sets, dance battles, and signature Red Bull MINI mocktails, plus ticket giveaways at the Los Angeles event.
- **Entertainment:** Dance battles and mocktail tastings will keep the crowd engaged throughout the day.

“Partnering with Smorgasburg allows us to bring MINI’s playful spirit into an environment that’s all about community, fun, and great taste.” said Kate Alini, Head of Marketing, Product, and Strategy for MINI USA. “Together, we’re creating experiences that are as memorable and flavorful as the cars themselves.”

Confirmed event dates and locations include:

- Los Angeles (DTLA ROW): Sunday, October 5
- Atlanta (South Downtown): Saturday, November 8
- Miami (Wynwood Arts District): Saturday, November 15

For more information and to view the full fall calendar, visit Smorgasburg’s website or follow @MINIUSA and @Smorgasburg on social media.

About MINI in the US

MINI is an independent brand of the BMW Group. In the United States, MINI USA operates as a business unit of BMW of North America, LLC, located in Woodcliff Lake, New Jersey and includes the marketing and sales organizations for the MINI brand. The authorized MINI USA dealer organization is represented by a network of 105 MINI full passenger car sales and service dealers located throughout the US. MINI USA began selling vehicles in the U.S. in 2002 with the introduction of the MINI Cooper and MINI Cooper S Hardtops. Since then, the MINI Brand in the U.S. has grown to encompass a model range of five unique vehicles.

About Smorgasburg

Founded in Brooklyn in 2011, Smorgasburg has grown into the largest weekly open-air food festival in the United States, with seasonal and year-round locations in New York, Los Angeles, Miami, and Atlanta. Each weekend, Smorgasburg brings together dozens of small businesses and emerging food

entrepreneurs, attracting thousands of visitors who come to discover new flavors, connect with local communities, and enjoy a one-of-a-kind cultural experience. Widely recognized as a launching pad for some of today's most beloved food brands, Smorgasburg continues to serve as both an incubator for culinary talent and a vibrant gathering place that celebrates creativity, diversity, and the joy of food.

Journalist notes: Media information about MINI and its products is available to journalists on-line at www.miniusanews.com.

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