

# Nairobi Street Food Festival 2026: Everything You Need to Know About the 11th Edition

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Nairobi's biggest street food celebration is back, and this time, it's bringing its biggest crowd yet. The **Nairobi Street Food Festival (NSFF) 11th Edition**, themed “**Playtime**,” takes over **Jamhuri Showground, Main Arena** on **Saturday, 8th August 2026**, from **10:00 AM until late**. Expect a full day of street food, live music, and non-stop entertainment the kind of event that's become a genuine Nairobi tradition, one plate at a time.

If you've never been, here's why this year is the one to finally show up for and why the buzz around NSFF keeps getting louder with every edition.

### A Festival That Keeps Growing And the Numbers Prove It

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NSFF isn't a new name testing the waters. Over its 8th, 9th, and 10th Editions, Ushawishi's influencer campaigns behind the festival generated a combined **1.49 million views** and **92,778 interactions** across TikTok, Instagram, and X (Twitter), and the growth curve keeps climbing.

The most recent edition alone (the 10th) pulled in:

- **657,374 views** and **51,505 interactions** in a single campaign
- **A 20% average engagement rate**, more than 6x the typical industry benchmark
- **127 creators** posting from **17 counties across Kenya**, up from just 3 counties two editions ago
- **Instagram engagement up 60x** since the 8th Edition, as more of the country tunes in

In short: what started as a Nairobi-only affair has become a nationwide moment, and the 11th Edition, with its playful new theme, is shaping up to be the biggest one yet.

### What to Expect at the Playtime Edition

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True to its name, this edition leans into fun. Alongside the street food stalls Nairobi already loves NSFF for, expect:

- **A wide mix of street food vendors** dishing out Nairobi's best bites
- **Live music and entertainment** running from 10 AM until late
- A festival atmosphere built for groups, friends, and families looking for a proper day out
- Partners and sponsors adding their own activations to the mix

It's the kind of event where you show up for the food and stay for the vibe.

### Where and When

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- **Date:** Saturday, 8th August 2026
- **Time:** 10:00 AM – Late
- **Venue:** Jamhuri Showground, Main Arena, Nairobi
- **Organised by:** Absolute Events, Authentic Entertainment Co., and Twende Tule

## Get Your Tickets

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Tickets are available now. WhatsApp the NSFF team directly to secure yours before the day:  
[wa.me/254790701101](https://wa.me/254790701101).

## Want to Earn Before You Even Attend?

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Here's what makes this year different: you don't have to wait until 8 August to benefit from NSFF. Through Ushawishi, anyone can become an **NSFF Ticket Sales Affiliate**, sharing the festival with your network and earning a commission on every ticket sold through you. It's a simple way to turn your excitement about the festival into real income, with onboarding handled directly over WhatsApp no complicated sign-up process.

**Chat with Morine to get started:** [wa.me/254790701101](https://wa.me/254790701101)

Spaces are limited, so early movers stand to benefit most.

## Follow Along

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Stay in the loop on lineup updates, vendor announcements, and countdown content in the lead-up to the festival:

- **Nairobi Street Food Festival:** [@NairobiStreetFoodFestival](https://www.instagram.com/NairobiStreetFoodFestival)
- **Ushawishi:** [@Ushawishihq](https://www.instagram.com/Ushawishihq)

## Frequently Asked Questions

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### When is the Nairobi Street Food Festival 2026?

The 11th Edition takes place on Saturday, 8th August 2026.

### Where is NSFF 2026 held?

Jamhuri Showground, Main Arena, Nairobi.

### What time does the festival start?

Doors open at 10:00 AM and the event runs until late.

### How do I buy tickets?

WhatsApp the NSFF team at [wa.me/254790701101](https://wa.me/254790701101) to purchase.

### Can I earn money promoting NSFF?

Yes, NSFF's Ticket Sales Affiliate program lets you earn a commission on every ticket you sell. Message Morine on WhatsApp to join.

### What is the “Playtime Edition” theme?

It's this year's creative direction for the 11th Edition, leaning into a fun, playful festival experience alongside the usual street food and live entertainment lineup.

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*Nairobi Street Food Festival is organised by Absolute Events, Authentic Entertainment Co., and Twende Tule, with influencer marketing led by Ushawishi.*