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# Celebrate Jungle Jim's with 40th anniversary events next week

## Related

By Chelsey Levingston

Staff Writer

**FAIRFIELD** — Forty years ago, Jim Bonaminio opened the original Jungle Jim's International Market on Dixie Highway.

Since then, what started as a produce stand in a parking lot has become a regional destination thanks to a wide selection and attention-grabbing decor. Jungle Jim's brings money-spending customers from out of state to shop the selection of imported foods, wines and beers hard to find anywhere else. The event center at the site regularly hosts events and food festivals such as Weekend of Fire.

"If I can make (grocery shopping) interesting — whether it be the animations, selection of beer, or service — that is what I want to do," Bonaminio told Journal-News in a 2013 interview. "We have taken a negative experience and turned it into a family experience with something for everyone. How cool is that?"

To celebrate the business anniversary and to thank customers, Jungle Jim's is holding a weeklong celebration beginning Monday, Aug. 17, and culminating in a free fireworks display next Saturday, Aug. 22, according to Stephanie Adams, marketing associate. Activities will be held at both the Fairfield and Eastgate locations.

"We're always doing something wild at the Jungle, and we rarely stop to reflect; but this event has special significance as it underlines our role in the community and the support we've gotten over the years," reads a release about the celebration.

There will be birthday cookies, face paintings and food trucks. Find the schedule online at [junglejims.com/40th](http://junglejims.com/40th).

"He is without a doubt the single most known destination on Route 4 in Fairfield," said Tim Bachman, director of development services for the city.

## 4 fun festivals at Jungle Jim's to get on your calendars

Jungle Jim's International Market may be best known for its grocery selection. But it also is famous for special events. There are four huge festivals in store through the end of the year that are sure to draw similarly large crowds. Here's what's coming up on the horizon:

### Shake It Up

6:30-9:30 p.m., Aug. 22

Oscar Event Center at the Fairfield location

Must be 21+ to attend

This festival celebrates the beauty of, and culture behind, cocktails and mixology. Shake It Up will feature over 20 different brands, each bringing a signature cocktail for attendees to try and learn more about.

### Jungle Jim's Cigar Festival

3-9 p.m., Aug. 29

1-7 p.m., Aug. 30

Snake Building at the Fairfield location

Must be 21+ to attend

Relax, sip, smoke, and savor the moment while socializing with other cigar enthusiasts at Jungle Jim's 1st Annual Cigar Festival. Guests will be able to mingle with industry experts and talk shop all while also having the opportunity to participate in a number of competitions, sample spirits and craft brews, and listen to live music.

### Weekend of Fire

11 a.m.-7 p.m., Oct. 3

11 a.m.- 4 p.m., Oct. 4

Oscar Event Center at the Fairfield location

The Weekend of Fire is a wild weekend filled with fun, food and contests. Over 50 vendors and more than 300 samples will be waiting for you in this Fiery Foods Show. There will be vendors coming from all over the country ready to showcase their hottest foods.

### International Wine Festival

7-10 p.m., Nov. 13-14

Oscar Event Center at the Fairfield location

The Grand Hall of The Oscar Event Center will come alive with 90 booths pouring, over 400 wines. Enjoy delicious food pairings by country, live music and take home a commemorative 2015 Winesfest glass and tasting booklet.

— By Contributing Writer Alexis Larsen

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