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TASTE OF ATLANTA WRAPS UP DECADE OF DELICIOUS DISH WITH LANDMARK 10TH ANNIVERSARY

City's Favorite Fall Festival Once Again Satisfies Atlanta's Cravings for Food, Booze and Fun

ATLANTA (November 8, 2011) – With a decade of culinary creativity under its belt, the 10th annual Taste of Atlanta hosted its landmark anniversary event October 22-23. The two-day affair was a palate-pleasing success with thousands of festival-goers flocking to Midtown's Technology Square to sample the best bites in the city. More than 80 of Atlanta's premier restaurants participated in the city's largest food festival, serving up samples of their signature dishes and newest culinary innovations.

Attendees enjoyed perfect weather as they strolled the streets of Midtown among mouthwatering aromas and savory samplings. Tenth anniversary highlights included the return of Inside the Food Studio, which featured a behind-the-scenes look into the kitchens and minds of some of Atlanta's most celebrated chefs; the Family Food Zone, stuffed with enough fun to fill the stomachs and minds of young chefs-in-training; cooking stages featuring demonstrations from local and national celebrity chefs; and the introduction of The Big Grill, a Friday night block party to celebrate and kick-off the weekend.

For its 10th year, Taste of Atlanta furthered its commitment to community. The onsite silent auction was a smashing success, raising over \$25,000 to benefit Share Our Strength's Cooking Matters program. Cooking Matters is a ground-breaking cooking-based program that provides a strong foundation in nutrition, cooking and household budgeting through specialized courses for adults, kids and teens.

The Home Plate Stage was sizzling all weekend with an appearance by Aarón Sánchez of Food Network's *Chopped* and head-to-head battles between some of the most notable names in the industry. Chefs who faced off include Janine Falvo of Briza, appearing on this season of *Top Chef*; Eddie Hernandez of Taqueria del Sol; Justin Keith of Food 101; Drew Belline and Ford Fry of JCT Kitchen and no. 246; Ron Eyester of Rosebud and The Family Dog and more!

The 10th annual festival undoubtedly presented unparalleled, one-stop access to the city's varied and rich culinary landscape. With such a wide variety of exemplary cuisine, selecting "Festival Bests" proved a daunting task. And with great appreciation to its panel of expert judges, Taste of Atlanta is thrilled to announce the following restaurant awards:

Overall:

- People's Choice Best Taste: Jim 'N Nick's Bar-B-Q

Saturday:

- Best Taste, voted by judges: Iberian Pig, Pork Cheek Taco
- Best Presentation: L'Thai
- Best Dessert: Sublime Doughnuts
- Best Booth Décor: Takorea

Sunday:

- Best Taste, voted by judges: Takorea, Korean BBQ Pulled Pork Slider with Cucumber Kimchee
- Best Presentation: Botekim Brazilian Bistro
- Best Dessert: Morelli's Gourmet Ice Cream
- Best Booth Décor: Milton's Cuisine & Cocktails

"We're thrilled to have had such talent and creativity represented at Taste of Atlanta over the years," said Taste of Atlanta Founder Dale DeSena. "This year's 10th anniversary celebration only continued our commitment to serving up the best in food and fun. We look forward to bringing the culinary action back to Atlanta for many more decades."

As a special treat, VIP ticket holders had unlimited access to the VIP Wine+Beer+Cocktail Experience where they sampled dishes from Livingston Restaurant + Bar, STK, The Sound Table and {Three} Sheets. The tasting tent featured more than 100 varieties of wine and beer plus several top-shelf spirits. Experts from the US Bartenders Guild, Hop City and Sherlock's were on-hand to offer their professional insight and answer questions.

In addition to dishing up new experiences, Taste of Atlanta also welcomed back festival favorites. Returning for its third year was the annual Barcraft Competition presented by Fernet-Branca. Four finalists offered complimentary samples of their custom creations to VIP ticket holders on Saturday afternoon; and on Sunday, Arianne Fielder of Ormsby's and Tyler Nelson of Leon's Full Service competed in a mystery ingredient cocktail challenge where Nelson was crowned victor. Taste of Atlanta would also like to extend appreciation to its 2011 Corporate Sponsors: Cadillac, Amstel Light, Coca-Cola, Aetna, Barilla, Chobani, YellowPages.com, The Cook's Warehouse, Whole Foods Market, Georgia Tech Hotel and Conference Center and Grill Dome Kamado.

About Taste of Atlanta

Taste of Atlanta is a two-day festival that attracts food lovers from throughout Atlanta, the Southeast and beyond to enjoy tastes from more than 80 restaurants from all over the Atlanta Metropolitan area. Guests can sample delicious dishes, sip robust wines and beers, be entertained by demos from local and celebrity chefs, and enjoy interactive sponsor experiences and family-friendly entertainment, while uncovering the incredible dining treasures the city has to offer. Dates for the 2012 festival will be available soon.

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