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TASTE OF ATLANTA TICKETS ON SALE SEPTEMBER 1!
Landmark Midtown Festival Celebrates 10TH Anniversary

ATLANTA (August 31, 2011) – For its 10th anniversary, **Taste of Atlanta** brings the culinary creativity to a new level. Featuring city favorites, novel newcomers and global eateries, the street festival welcomes more than 80 of Atlanta's favorite dining destinations **Saturday, October 22 and Sunday, October 23 in Tech Square**. With gourmet grub from the city's most renowned restaurateurs, live cooking demos and more, Taste of Atlanta is the ultimate ticket to palate-pleasing fun this fall.

The landmark celebration combines festival favorites and new experiences:

- **Barcraft Competition** – It's back! Guests can channel their inner mixologist and sample cocktails from Atlanta's best bartenders as they compete for the top spot. Open to VIP ticket holders only.
- **Family Food Zone** – Step right up for demos and cooking lessons from national and local chefs in an interactive environment. New for 2011, the Top Chef Kids Competition offers hands-on experience for chefs in training.
- **Inside the Food Studio** – Experience the fascinating world of the professional chef to discover secrets of the craft. Returning for its second year, this intimate experience is hosted by Tom Sullivan. Patrons will enjoy beverages and bites while learning valuable cooking skills and insight into the Atlanta restaurant scene. Whether highlighting tacos & tequila or burgers & boozy shakes, this behind-the-scenes look will offer unrivaled insight into the professional kitchen.
- **Global Flavors International Stage** – Go global with this worldly showcase, making its Taste of Atlanta debut. Top culinary talent from the city's diverse international restaurant scene will demonstrate what goes into their signature cuisine.
- **Home Plate Main Stage** – This year, get ready for a throw down. Renowned chefs battle it out and go head-to-head on the main stage. These culinary craftsmen will tackle secret ingredients, themed challenges, unique recipes and more.

More than **80 of Atlanta's favorite restaurants and most exciting chefs** will serve up their specialties at this year's festival. From international cuisine to under-the-radar eats, Taste of Atlanta spotlights the incredible energy and diversity of Atlanta's shining food scene. For a complete list of participating restaurants, visit <http://tasteofatlanta.com/rests.php>.

To kick off the monumental 10th anniversary festival weekend, Taste of Atlanta, in partnership with Living Social, will host the first-ever **Big Grill – A Midtown Block Party** in **Tech Square** on **October 21**. As part of the 10th anniversary celebration, Food Network's **Aarón Sánchez** will join local celeb chefs such as **Kevin Rathbun** for a fun, food-filled evening. **Fifteen select restaurants** will be onsite that evening to showcase their signature cuisine in a fun-filled environment.

TASTE OF ATLANTA TICKET INFORMATION:

- **General admission tickets** (includes 10 taste coupons): \$25 in advance; \$35 at the gate. Kids ages 13 and under receive FREE admission (excluding taste coupons) when accompanied by a paid adult.
- **VIP tickets** (includes 15 taste coupons and access to Wine+Beer+Cocktail Experience): \$75. A limited number of VIP tickets are available, and the first 300 ticket holders each day will receive a festival gift bag.
- **Taste coupons** are used to purchase food from participating restaurants. Menu items are valued at one, two or three taste coupons. Additional taste coupons are sold in increments of 10 coupons for \$10 or 20 coupons for \$20.
- Tickets are sold at locations throughout Atlanta including Cook's Warehouse and Ticket Alternative outlets. Purchase online through Ticket Alternative at www.TasteofAtlanta.com. Advance tickets must be purchased by midnight, October 22.

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. Join us Saturday and Sunday, October 22-23 in Technology Square. Stay connected to Taste of Atlanta 2011:

- Sign up for the Taste of Atlanta newsletter at www.tasteofatlanta.com
- Follow Taste on Twitter: <http://twitter.com/tasteofatlanta>
- Become a fan on Facebook: <http://www.facebook.com/tasteofatlanta>

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