



## TICKETS NOW ON SALE FOR 17<sup>th</sup> ANNUAL TASTE OF ATLANTA

**New Festival Activations Include Race for the Taste 5K Fun Run on Saturday and Atlanta Chef Pop-Up & 'Brunch All Day' Areas on Sunday**

**Tickets Are Available for Friday's Kick-Off Party on Oct. 19<sup>th</sup> and the Weekend's Main Events on Oct. 20<sup>th</sup> and 21<sup>st</sup>**

FOR IMMEDIATE RELEASE—[Tickets are now on sale for Taste of Atlanta](#), the city's award-winning food, craft beer, wine and spirits festival showcasing the local restaurant scene. Held from Friday, October 19<sup>th</sup> to Sunday, October 21<sup>st</sup>, the event brings together over 90 of the city's best chefs and restaurants in one place for three days. Guests will be able to sample bites and bevs and attend hands-on cooking classes and chef demonstrations from local chefs including Chef Seven Chan of Poke Burri, Chef Stephen Franklin of DAS BBQ, Registered Dietitian Nutritionist Marisa Moore, and Tregaye Fraser, the winner of Food Network Star, Season 12.

Now in its 17<sup>th</sup> year, the event will return to Historic Fourth Ward Park (680 Dallas Street), located along the Atlanta BeltLine's Eastside Trail, and feature an exciting lineup of activations new to the festival this year, including:

- **Race for the Taste 5K Fun Run** – Join Taste of Atlanta for its inaugural Race for the Taste 5K on Saturday, October 20<sup>th</sup>. Participants will run through the streets

of Atlanta as foodies from all over race to the finish line. Participation is \$35, and runners will be able to sign up online before the race.

- **Atlanta Chef Pop-Up Area** – Taste of Atlanta is bringing together talented chefs who run Atlanta's favorite food pop-ups on Sunday, October 21<sup>st</sup> for an afternoon of tasting.
- **'Brunch All Day' on Sunday** – On Sunday, October 21<sup>st</sup>, an area of the festival will be dedicated to all things brunch. Guests will taste dishes from Atlanta's favorite brunch restaurants and attend chef demonstrations centered around brunch dishes. Featured brunch cooking demos include Chef Pat Pascarella of The White Bull and Chef Shane Devereux of Hampton + Hudson.

Bringing together food lovers and chefs from neighborhoods across the city, Taste of Atlanta welcomes attendees of all ages. Tickets for Friday's Kick-off Party on October 19<sup>th</sup> and the main events on Saturday and Sunday are available for purchase [here](#), and guests are encouraged to buy early. Prior to the event, ticket buyers will receive wristbands equipped with radio-frequency identification (RFID) technology. The wristbands are pre-loaded with Taste Points for drink and merchandise purchases, as well as food samples ranging from one to three points each. Wristbands track tastes sampled and provide attendees with a post-event tasting list, serving as a customized roundup of restaurant recommendations for future dining out.

Tickets to Friday's Kick-off Party are \$65 through August 1<sup>st</sup> and \$85 beginning August 2<sup>nd</sup>. General admission tickets for the weekend's main events include 10 Taste Points and cost \$20.18 for the first 200 buyers and \$25 afterward. The VIP Grand Tasting Experience provides access to an exclusive area with tastings from 10 select restaurants and pours from craft beer, wine and cocktail makers. Saturday VIP tickets cost \$75, and Sunday VIP tickets are \$65 through August 1<sup>st</sup> and \$75 thereafter. All VIP tickets include 20 taste points and a commemorative drinking glass, and the first 300 people to purchase VIP tickets for Saturday or Sunday will receive a gift bag inside the VIP area at Taste of Atlanta.

From now through August 1st, an extra five Taste Points will be added to wristbands for both general admission and VIP ticket purchases. Additional points can be purchased for \$1 each online or at Taste Point tents located throughout the festival.

To keep up with Taste of Atlanta details, check out the official festival website at [www.TasteofAtlanta.com](http://www.TasteofAtlanta.com), sign up for the Bite of News newsletter and follow Taste of Atlanta on [Facebook](#), [Twitter](#) and [Instagram](#).

### **About Taste of Atlanta**

Celebrating its 17th year in 2018, Taste of Atlanta is the city's food and drink festival showcasing the local restaurant scene and attracting food lovers from the region and beyond. Throughout three days of bites and bevs, more than 90 of Atlanta's favorite restaurants will show off their most craveable dishes alongside live on-stage cooking demos from top chefs and an all-inclusive Friday Night Kick-off Party with outstanding food and music. Save the date for this fall's Taste of Atlanta in Historic Fourth Ward Park on October 19th, 20th and 21st, 2018. *Oprah Magazine* named Taste of Atlanta as the "Top Food Festival Worth the Trip," and Taste of Atlanta has won *Creative Loafing's* "Best Food Festival or Event" for six years running. For more information, please visit [www.TasteofAtlanta.com](http://www.TasteofAtlanta.com), and follow Taste of Atlanta on Facebook ([Taste of Atlanta](#)), Twitter ([@tasteofatlanta](#)) and Instagram ([@tasteofatlanta](#)).