



For Immediate Release...

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## TASTE OF ATLANTA STIRRED UP QUITE A SENSATION

*Atlanta's Favorite Fall Food Festival Was Once Again the Toast of the Town!*

**ATLANTA** – The 9<sup>th</sup> Annual Taste of Atlanta was a food-filled success as more than 50,000 patrons flocked to Midtown's Technology Square to get a bite of the action. More than 80 of Atlanta's favorite restaurants participated in the premier food festival held October 23<sup>rd</sup> & 24<sup>th</sup>, dishing out tasty samples of their signature cuisines. Attendees couldn't have asked for better weather as they strolled through the mouthwatering streets of Midtown to sip, sample and savor all weekend long. This year's highlights included the return of the Farm-To-Festival Village showcasing a shop worthy Farmers Market, the Family Food Zone filled with food-fun and educational aspects for attendees of all ages, three cooking stages with demonstrations from local and national celebrity chefs, and the very successful Inside The Food Studio where patrons learned valuable cooking skills, tricks of the trade, insiders secrets and more in an intimate setting. New to the festival was the Grilling with the Big Green Egg Station, giving patrons a firsthand grilling experience through cooking demos and a Backyard Grilldown Competition.

The main stage was cooking all weekend with culinary demos featuring top names in the industry. Top Chef Finalist and Executive Chef of Woodfire Grill, Kevin Gillespie, showcased one of his signature dishes on Saturday while Toni Braxton took to the stage alongside her family Sunday to demonstrate a lamb chop recipe. Cooking Light was on site to share in the food festivities with the finals of their nationally promoted "Healthy Chef of the Year" contest.

With such a vast variety of food choices selecting "Festival Bests" was a daunting task, however, four extraordinary judges rose to the challenge. Serving as tasting judges, Taste of Atlanta was honored to have Nico Romo, Master French Chef of Fish in Charleston, SC; Jennifer Zyman, creator of *The Blissful Glutton*; Holly Firfer, Emmy-nominated journalist and Kathleen McNeill from Yelp.com. Serving as Taste of Atlanta décor judges were Michael Knight, *The Atlantian*/Project Runway participant; Kevin Knaus, SCAD professor and Clint Smith from *Atlanta Homes & Lifestyles*. Judges for the Big Green Egg Competitions were Christine Apante of *Mele Cotte* and Tami Hardeman of *Running with Tweezers* and Executive Chef Bobby Cresap.

The following Taste of Atlanta restaurant awards were announced at the festival:

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

### Saturday:

- **Best Taste voted by Judges** – Minas Emporium, passion fruit mousse
- **Best Presentation** – JCT Kitchen, brioche doughnuts in a cone
- **Best Dessert** – Highland Bakery, red velvet pancakes
- **Best Healthy Choice** – Empire State South, collard greens
- **Best Tent Décor** – Tuk Tuk Thai Food Loft

### Sunday:

- **Best Taste Voted by Judges** – Alluvia Restaurant, crab salad
- **Best Presentation** – Capozzi's Decatur, basil shrimp on polenta
- **Best Dessert** – Morelli's ice cream
- **Best Healthy Choice** – Watershed, butter bean hummus
- **Best Tent Décor** – JCT Kitchen

VIP ticket holders had unlimited access into the Wine and Beer Experience and were able to indulge in special tastings from Atlanta Fish Market, Buckhead Bottle Bar, Nava, Alluvia Restaurant, Dogwood and Paces 88. The tasting tents featured more than 100 varieties of wine and beers and the seminar area offered a series of themed discussions led by industry professionals.

Returning this year to the VIP Experience was the 2<sup>nd</sup> Annual BarCraft Competition. The top four finalists offered complimentary samples of their custom blended cocktails to VIP ticket holders at the festival on Saturday. On Sunday, Sound Table's chief mixologist Paul Calvert was selected by judges as the winner with his modern interpretation of the classic rum-and-triple-sec-fueled Periodista.

Plenty of hype preceded this year's Taste of Atlanta with weekly events leading up to the festival. Throughout September and October, Taste of Atlanta immersed locals in Atlanta's rich culinary culture by showcasing the hottest restaurants, spotlighting some of the city's (and country's) best epicurean talent and providing the opportunity to try new and different fare. Taste of Atlanta celebrated the kick-off of the festival weekend by hosting an exclusive evening with Robert Mondavi Wines featuring special guest Ted Allen. Wrapping up this year's festivities, Anthony Bourdain, host of the Travel Channel's No Reservations, will make an appearance at the Cobb Energy Centre November 20<sup>th</sup> to reflect on his culinary experiences and answer fan questions. For more info visit <http://www.cobbenergycentre.com>.

Taste of Atlanta would like to extend our appreciation to our 2010 Corporate Sponsors: Cadillac, Amica Insurance, Coca-Cola, Robert Mondavi Discover Wine Tour, Aetna, Cooking Light, Dixie Crystals, Whole Foods Market, SCANA Energy, Performance Foodservice-Milton's, Crystal Springs, Cook's Warehouse, smartwater, Big Green Egg, Cirque du Soleil OVO, The New York Times and Trident; 2010 Media Sponsors: 92.9 davefm, The Sunday Paper, Atlanta Tribune, KISS 104.1, xfinity, Edible Metro & Mountains, 790 The Zone, Encore Atlanta, GA Voice, 944, Atlanta Channel, Atlanta INtown, Atlanta's Finest Dining, Newstalk 1160, Basil Magazine, AM1690-The Voice of the Arts, Where Atlanta, W3 Lifestyle, INsite Magazine, Groove 105.7, Star 94FM, Atlanta Homes & Lifestyles Magazine, Beer Connoisseur Magazine, Atlanta Jewish Times and DiningOut.

Taste of Atlanta is a dynamic 2-day food festival that attracts food lovers from all over the country. 2011 information and dates will be available soon.