



Contact: Katie Reeder  
Public Relations Manager  
Alpharetta Convention and Visitors Bureau  
Office: 678-297-2811  
Cell: 404-384-2954

FOR IMMEDIATE RELEASE  
April 7, 2009

## TASTE OF ALPHARETTA TASTES BETTER EVERY YEAR

Alpharetta, GA— Enjoy the upcoming **19th Annual Taste of Alpharetta** along Old Milton Parkway at Wills Park on **Thursday, May 14** from **5 to 10 p.m.** and plan to stay the weekend to explore why Alpharetta is awesome!

Alpharetta offers 23 upscale and modern hotels, 150 dining options, seven unique shopping districts, and an abundance of family-friendly entertainment. Visit [www.AwesomeAlpharetta.com](http://www.AwesomeAlpharetta.com) for more information, including special package hotel rates.

Now an annual tradition for 60,000 families, foodies and festival-goers, Taste of Alpharetta showcases over 60 local restaurants ranging from 5 Seasons North, to Wildflour, to Schokolad Chocolate Factory. To provide enough delicious samples for over 60,000 attendees, chefs at local restaurants prepare over 360,000 “Taste of” delicacies. Menus will include BBQ pork sliders, crabmeat cheese rolls, basil chicken salad, chocolate covered strawberries and much more! From its beginning 19 years ago with only four restaurants in Milton Square Park across from Alpharetta City Hall, the event has become the **largest “Taste of” festival in the South.**

Participating restaurants serve up an amazing array of appetizers, entrees and desserts from their menus for just \$.50- 3 per sample. Tickets may be purchased on-site the evening of the Taste or pre-purchased at Alpharetta City Hall.

“The Taste of Alpharetta is one of our city’s most anticipated events,” said Mayor Arthur Letchas. “Each year our committee invites new restaurants and seeks entertainment for the entire community to enjoy.”

Please save gas and use our **free shuttle system**. Park and ride shuttle options will be available at Alpharetta City Hall (on South Main Street), Publix Super Market (on Old Milton Parkway at Haynes Bridge), and Milton Center (the old Milton High School at Milton Avenue).

Admission, shuttle and parking for the 19th Annual Taste of Alpharetta is FREE. Park and walk options available at the Wills Park Equestrian Center (on Wills Road) and Alpharetta Community Center (on Roswell Street).

The **Culinary Arts and Music Stage** will feature chef competitions from 5 to 7 pm following with live music from 7 to 10 pm. Come and spread your blanket for a full night of entertainment in Wills Park.

**Top chefs pair against one another** in contests for Best Appetizer/Salad, Best Fast Casual Entree, Best Fine Dining Entrée, Best Dessert and Best Presentation. Judges will be *Atlanta Cuisine* editor, Tom Maicon; freelance restaurant writer who contributes to the *Atlanta Journal Constitution and WGST*, Helen Cauley; director of Salud! Cooking & Lifestyle School at Whole Foods Market, Ashley Brooke; and food writer, cooking show host, and food editor for *North Fulton Living Magazine*, Hans Rueffert.

Attendees can vote for their favorite restaurant at the Culinary Arts and Music Stage, designating only one restaurant as the **Taste of Alpharetta People's Choice recipient**. Additional judges will walk restaurant row to award the Best Booth presentation.

After dining at all of their favorite restaurants in one night, Taste of Alpharetta families can look forward to playing at *Wacky World* and on the dozens of fun inflatable activities, Guitar Hero, rock climbing, trains and more in the **Fun Zone**. By the Lion's Club pavilion at Wacky World, the *Reptile Wrangler* will feature educational reptile shows all evening plus exhibits. Children can also enjoy wacky hair, face painting, balloon art, and a full farmyard with pony carousel. Metro Atlanta radio stations will add to the evening's entertainment.

**The 19th Annual Taste of Alpharetta is proud to have** City of Alpharetta, Comcast, Publix Super Market Charities, Inc., as our Premier Sponsors; AT&T Real Yellow Pages and Revue & News of APPEN Newspapers as our Platinum Sponsors; ADP, Alpharetta Convention & Visitors Bureau, DeVry University/Georgia, Georgia Power Company, and Sprint as our Gold Sponsors; Costco, Eisen Family Chiropractic, Everyday Waterproofing, Flagstar Bank, Taylor Construction Company, and The New York Times and Vantage Card Service, Inc. as our Silver Sponsors.

For more information, visit [www.alpharetta.ga.us](http://www.alpharetta.ga.us) or phone (678) 297-6000 ext. 1006. Photos, event map, and additional information available upon request (678) 297-6078.

**Alpharetta Convention and Visitors Bureau**

The Alpharetta Convention and Visitors Bureau serves as the destination marketing arm for the City, promoting tourism to Alpharetta, Georgia, and attracting visitors to all 23 of Alpharetta's upscale and modern hotels. Visit [www.AwesomeAlpharetta.com](http://www.AwesomeAlpharetta.com) for more information.

###