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TASTE OF ATLANTA ALWAYS HITS THE SPOT

10 Reasons to Head South and "Taste" the Weekend Away

ATLANTA, GA – This October, experience Taste of Atlanta as it celebrates its 6th anniversary with sundry tastes from many of Atlanta's favorite restaurants. Let Taste of Atlanta blow the stereotype off the cast-iron pot – this cosmopolitan city of 5-million, nicknamed the "New York of the South," knows how to eat! Here are 10 reasons why Taste of Atlanta is a must do!

10. Atlanta recognized as a culinary hotspot – Scott Peacock of Watershed is the 2007 James Beard Foundation's 'Best Chef Southeast' winner. Watershed has participated in Taste of Atlanta – the restaurant is located just six miles east of Atlanta's central business district in Decatur, Georgia.
9. In their 20th anniversary issue (January 2007) *Cooking Light* chose the top 20 cities in the U.S. based on 15 criteria that they feel embody their "Eat Smart, Be Fit, and Live Well" philosophy. Atlanta ranked #16.
8. Taste of Atlanta and Food Network joined forces in search of an "Iron Chef Atlanta Challenger." The result - Chef Linton Hopkins competed in the Stadium Kitchen against Iron Chef Masaharu Morimoto in battle sablefish. Chef Hopkins' Restaurant Eugene participated in Taste of Atlanta 2006.
7. Taste of Atlanta partners with Savannah College of Art and Design's (SCAD) Atlanta campus to hold a graphic design contest in which the winning SCAD student creates the Taste of Atlanta look – the winner's design is featured on marketing materials for the event. Taste of Atlanta also awards the winning student with a \$2,500 academic scholarship.
6. The experts at the Atlanta Wine School take Taste of Atlanta VIP ticket holders on a world-class tour through wine regions including, Argentina, Australia, California, Chile, France, Italy, South Africa and Spain. Atlanta Wine School's Michael Bryan calls the wine experience at Taste of Atlanta, "geography in a glass."
5. Taste of Atlanta encourages young cooks by fostering their culinary career journey. Each restaurant participating in Taste of Atlanta is partnered with a volunteer chef's assistant which are all students of Le Cordon Bleu Atlanta or ProStart®, a high school culinary program that teaches culinary skills and matches Georgia schools with chef mentors.
4. *Esquire* magazine's 'Best New Restaurant 2006' winner Repast participated in Taste of Atlanta 2006.
3. The slow food movement is sweeping the nation – Taste of Atlanta 2007 is devoting a portion of Atlantic Station to a Harvest Market – encouraging the support of local farms. Farmers from local Georgia farms will be on hand in the Harvest Market.
2. Taste of Atlanta cooking stage demonstrations have included celebrity chefs such as – Sara Moulton, Gerry Garvin, Emeril Lagasse, Masaharu Morimoto, The BBQ Queens, Roy Yamaguchi, Virginia Willis and Marvin Woods.
1. One autumn weekend – more than 70 different restaurants to taste, more than 15,000 people in attendance in 2006, all in the open-air excitement of Atlanta's newest live, work and play destination - Atlantic Station! In 2006, tickets sold out early – stay tuned for information on how to get your Taste of Atlanta tickets for 2007.

Taste of Atlanta is a 2-day outdoor food festival held throughout the streets in Atlantic Station on Saturday and Sunday, October 13 and 14, 2007. The event will feature more than 70 of the city's best restaurants, live cooking demonstrations from national and local celebrity chefs, wine experience, live performances and more. For more information visit www.tasteofatlanta.com.

Media Contact: Tara Murphy/Dana Seith - 360 Media, Inc. – 404.577.8686 or info@360media.net

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