



Restaurant Applications Now Available for 34th Annual Taste of Alpharetta
This year's event features 60+ restaurants, live music, kids' activities and more.

ALPHARETTA, GA — January 27, 2026 — Downtown Alpharetta will serve up a world of flavor when the 34th annual **Taste of Alpharetta** returns on **Thursday, May 14, 2026**, from **5 p.m. to 10 p.m.** One of the Southeast's most anticipated culinary events, the festival expects to attract more than 25,000 attendees for an evening of exceptional food, live music and family-friendly fun. Visitors will savor signature dishes and creative bites from more than 60 local restaurants, with tasting portions priced from \$1 to \$6.

Alpharetta and neighboring brick-and-mortar restaurants can apply now to bring their flavors to one of the region's largest five-hour "Taste of" events. Those who apply by January 31 can secure a special early-bird discount rate. Spots are limited and fill fast, so early application is encouraged. The final deadline to submit applications is **April 1**.

Applications can be found at: <https://tasteofalpharettaqa.com/restaurants-join/>

Participating restaurants have the opportunity to compete in the **Taste of Alpharetta Culinary Competition**, with awards presented for Best Appetizer, Best Entrée, and Best Dessert. Professional food critics and chefs judge the Culinary Competition. In addition, three festival superfans will be selected to serve as guest judges through an online contest. Contest details and entry instructions will be shared on the event's Facebook and Instagram in March.

On the day of the event, festival patrons can vote through the Taste of Alpharetta website and mobile app to determine the winners of the **People's Choice Awards**, which recognize standout dishes and experiences in several categories.

Culinary Award winners will be announced on the Town Green Stage, with People's Choice Award winners revealed on social media the day after the festival.

Local farms, nonprofit organizations, and educators are invited to apply to participate in **The Taste Lab**, an immersive experience to discover where food comes from, how it's grown, and how it fuels our bodies and community. Applications must be submitted by **April 1**. For more information and to apply, visit <https://www.eventeny.com/events/vendor/?id=41774>.

"Taste of Alpharetta is a signature event for restaurants in our community," says Janet Rodgers, President & CEO of the Alpharetta Convention & Visitors Bureau. "While our city's culinary diversity attracts guests year-round, this free event is a tradition for visitors and residents alike."

All food, activities, and merchandise at Taste of Alpharetta are purchased using **TasteBucks**, the festival's digital currency. TasteBucks can be bought and redeemed through the event's mobile app, available on Google Play and the App Store.

TasteBucks (valued at \$1 each) and \$15 unlimited play Kidz Zone wristbands for the 2026 festival go on sale **April 13 at 10 a.m.** Attendees who purchase by April 26 can take advantage of early bird discounts, including 30 TasteBucks for \$25 or three unlimited Kidz Zone wristbands for \$30, making it easier than ever to taste, play and experience everything the festival has to offer.

"Good food has a way of bringing folks together, and when you add live music to the mix, it feels a lot like home," said Morgan Rodgers, Director of Alpharetta Recreation, Parks and Cultural Services. "That's what Taste of Alpharetta has always been about. Sharing a meal, hearing a great song and enjoying a night with neighbors."

Event Details

- **Date:** Thursday, May 14, 2026
- **Time:** 5–10 p.m.
- **Location:** Downtown Alpharetta, 40 S. Main St.
- **Admission:** Free
- **Food samples:** \$1–\$6
- **Kidz Zone:** \$15 for unlimited play wristbands

Event Features:

- **A culinary tasting adventure**, with bites from more than 60 restaurants, showcases bold global flavors to crowd-pleasing local favorites.
- **Live music and entertainment** across four stages will feature local and regional performers.
- **Kidz Zone**, offering rides, games, and interactive challenge courses, provides fun for all ages.
- **The Taste Lab** features local educators, culinary organizations, and agriculture specialists who will spark curiosity, creativity, and connection through hands-on activities, demonstrations, tastings, and more!
- **Beverage Garden** features live music, seating, and a wide selection of drinks.

For event sponsorship inquiries, please email Steph Mold at steph@premiereeventslive.com.

For event updates and additional information, visit **tasteofalpharettaga.com** or follow **tasteofalpharetta** on Facebook and Instagram.

Taste of Alpharetta is produced by the **City of Alpharetta** in partnership with the **Alpharetta Convention & Visitors Bureau**.

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Alpharetta Convention & Visitors Bureau

The Alpharetta Convention & Visitors Bureau is the official destination marketing organization for Alpharetta, Georgia — a vibrant city recognized as one of *The South's Best Cities on the Rise 2024* by *Southern Living Magazine*. Learn more and book your hotel at awesomealpharetta.com.

City of Alpharetta

Whether you're new to Alpharetta or a lifelong resident, there's so much to discover in this beautiful and vibrant Southern city. Alpharetta truly has it all. A unique blend of excellent schools, incredible job opportunities, great shopping, cultural events, and abundant green space. It's no wonder Alpharetta is one of the hottest markets in both commercial and residential real estate. Through all its progress, the city has kept its down-to-earth character, which may be why people who live here usually stay here, and why there's always something new and exciting happening. Welcome to Alpharetta. Explore the excitement that this amazing city has to offer at www.alpharetta.ga.us.

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