

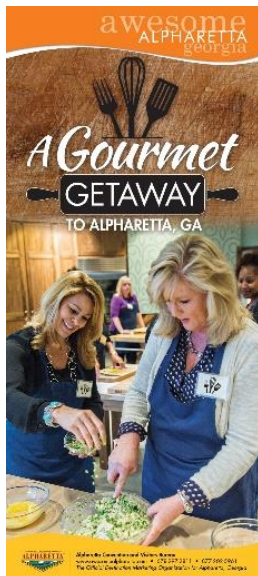


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## **Alpharetta Convention and Visitors Bureau Invites Visitors to “Experience Awesome Epicurean Cuisine” In Alpharetta** *New campaign includes a gourmet getaway giveaway*

**ALPHARETTA, Ga.** – Whether checking out one of the 200+ restaurants, learning how to create mouthwatering dishes at one of Alpharetta’s cooking schools, picking up some fresh produce at the farmer’s market or scoping out a local festival, visitors will see why Alpharetta is a foodie’s paradise. Epicureans around the country are quickly putting Alpharetta at the top of their list of places to visit.



### **Alpharetta’s Culinary Scene**

Alpharetta is constantly adding new and innovative restaurants to the dining scene. Recently restaurants such as [Coalition Food & Beverage, Restaurant Holmes](#) and [King Barbecue](#) opened to eager, hungry crowds. Craft beer connoisseurs can grab a refreshing brew at the new [Currahee Brewing Company](#), which opened its doors in downtown Alpharetta in May 2018.

“Alpharetta is home to a growing number of locally-owned and chef-driven restaurants, making it a true culinary destination,” said Janet Rodgers, president and CEO of the Alpharetta Convention and Visitors Bureau. “Our reputation and increasing popularity as a shopping and dining scene is the result of the eclectic retail stores and the diversity of food that can be exclusively found in Alpharetta.”

### **All About the Experience**

From food trucks to food festivals, Alpharetta adds flavor and flare to traditional dining with a heightened fun factor. For the most fun and best food found on four wheels, visitors can venture to [Food Truck Alley](#) from 5-9 p.m. every Thursday April through October. Even more mobile eateries can be found downtown year-round at [Truck & Tap](#). Truck & Tap specializes in hosting the best food trucks and offers guests a refreshing beverage menu uniquely catered to the rotating list of food truck vendors on site.

Festivals are a way of life in Alpharetta. These annual events provide fun, family-friendly things for locals to do in their own backyard while giving guests a taste of what Alpharetta has to offer in one convenient location. And whether it’s a food-focused event like the [Taste of Alpharetta](#) (May 2, 2019) or a cultural smorgasbord at the [Atlanta International Night Market](#) (Oct 5-7, 2018) or a musical must-see like the

[Wire & Wood Alpharetta Songwriters Festival](#) (October 12-13, 2018), festival goers are going to eat well at any festival in town.

### **Cooking Schools Galore in Alpharetta**

Alpharetta offers a variety of cooking experiences from celebrity chef demonstrations to basic knife skills – all the way to mastering international cuisine. Courses are anywhere from 45 minutes to 2 hours and are geared towards adults, teens and kids. Alpharetta’s four cooking schools include:

- [Publix Aprons Alpharetta Cooking School](#) – This culinary school is the only one-of-its-kind in the state of Georgia featuring hands-on experiences from one of Publix Aprons master chef teachers.
- [Salud! Cooking at Whole Foods Avalon](#) – Learn from some of Georgia’s most exciting chefs, artisans and authors as they walk students through cooking and wine courses.
- [Sur La Table at North Point Mall](#) – Sur la Table offers 45-minute or two hour cooking experiences from grilling to seasonal treats to French crepes and more.
- [Williams Sonoma at Avalon](#)- Williams Sonoma’s cooking specialists show attendees some of their favorite tips and techniques by preparing and sampling delicious dishes.

### **Alpharetta Culinary Experiences on The Horizon**

Even more is coming soon to the Alpharetta culinary scene. The 26-acre [Alpharetta City Center](#), most opening Fall 2018, is bringing 105,000 square feet of restaurants and retail to downtown Alpharetta. Restaurants preparing to call City Center home include [Citizen Soul](#), [Chiringa](#), [Highland Bakery](#), [Jinya Ramen Bar](#), [Lapeer](#), [Never Enough Thyme](#), and [SHADE Street Food and Bar](#).

In 2019, Alpharetta will also celebrate the opening of [The Daily](#), a dining development adding 14,000 square feet of culinary and restaurant space. Inspired by popular Atlanta food halls, The Daily will be a great spot for breakfast, brunch, lunch, happy hour, dinner and entertainment in Alpharetta. Two renowned names have already signed on to join The Daily: King of Pops Bar and Biscuit Love.

For more information on the culinary scene in Alpharetta, please visit [www.awesomealpharetta.com](http://www.awesomealpharetta.com).

### **Enter to win a “A Gourmet Getaway to Alpharetta, GA”:**

Enter to win a culinary weekend getaway! Prize package includes:

- Two-night, one-room weekend stay at [Embassy Suites by Hilton Atlanta Alpharetta](#)
- Registration for two adults to one hands-on cooking experience at each of Alpharetta’s four cooking schools:
  - [Publix Aprons Cooking School Alpharetta](#)
  - [Salud! Cooking at Whole Foods Avalon](#)
  - [Sur la Table at North Point Mall](#)
  - [Williams Sonoma at Avalon](#)

Total prize package valued at approximately \$800. Those who enter must be 18 years old or older.

Promotion ends October 31, 2018. For official rules and to enter, visit [www.awesomealpharetta.com](http://www.awesomealpharetta.com).

### **Alpharetta Convention and Visitors Bureau**

The Alpharetta Convention and Visitors Bureau serves as the official destination marketing organization for the city of Alpharetta, Ga. Recently named “One of the South’s Friendliest Cities” by *Southern Living Magazine* and “One of the Best Places to Visit in Georgia” by Vacationidea.com, Alpharetta is conveniently located just 22 miles north of Atlanta. For more information call 678.297.2811 or visit [awesomealpharetta.com](http://awesomealpharetta.com).

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