



FOR IMMEDIATE RELEASE

Metro Atlanta’s Longest Running Food Festival, the Taste of Alpharetta, Launches Ticket Sales
Registration is open for restaurants, and sponsorship opportunities are available.

[Download high-resolution photos here.](#)

ALPHARETTA, GA. (MARCH 4, 2024) – Metro Atlanta’s most anticipated culinary event, the [Taste of Alpharetta](#), will take place in downtown Alpharetta, Georgia, on May 9, 2024. Admission is free, and food samples are between \$1 and \$8.

The Taste of Alpharetta isn’t your average foodie festival. Named a Signature Event of the Southeast Tourism Society, this culinary event has occurred since 1991, making it the longest-running foodie festival in Metro Atlanta. On the streets of Downtown Alpharetta, you’ll find vibrant entertainment and delectable food offerings, all in one location. Attendees can look forward to a flavorful journey across Alpharetta’s favorite dishes from over 60 restaurants. Restaurants will be announced in early 2024.

TasteBucks & Kidz Zone Wristbands On Sale:

The Taste of Alpharetta will be a cashless event this year. Food, drink, and merchandise purchases must be made with TasteBucks, Taste of Alpharetta’s digital currency. TasteBucks are now available for purchase on the Taste of Alpharetta app (available through the Google Play and App Store) and at www.tasteofalpharetta.app.

Kidz Zone wristbands for all-you-can-play access to new games, rides, inflatables and challenge courses are also on sale. This year’s Kidz Zone will feature activities for all ages including the Phantom’s Revenge Pirate Ship, Floor is Lava Wipeout Game, Ninja Klimbing Tower and more! Attendees can purchase one wristband for \$15, two for \$25, and three for \$30.

Ticket Giveaway:

The City of Alpharetta will host a weekly giveaway in March to win a \$100 gift card to a participating Taste of Alpharetta restaurant. Unique users that make a Taste of Alpharetta purchase during the week leading up to each drawing will be entered into the week’s giveaway. Random drawings will take place on March 11, 18, 25 and April 1 at noon Eastern, with winners announced on the Taste of Alpharetta social media pages. To find out which restaurant gift cards are being given away and who the winners are each week, follow the Taste of Alpharetta social media pages at @tasteofalpharetta on Facebook and Instagram. Gift cards will be available for pick up from Alpharetta City Hall with a valid ID.

Registration Open for Restaurants:

Restaurants interested in having access to more than 40,000 people in one evening are invited to register for the 2024 Taste of Alpharetta. Restaurants interested in participating may [Click Here](#) for more information.

Registration Open for the 2024 Alpharetta Culinary Competition:

The Alpharetta Convention and Visitors Bureau and the City of Alpharetta invite Alpharetta Restaurants to compete in the 2024 Alpharetta Culinary Competition - the ultimate gastronomic showdown. The competition will take place two weeks before the [Taste of Alpharetta](#). Restaurants are encouraged to showcase a signature dish from their year-round menu. Winners will be announced on Friday, April 26 and showcased during the Taste of Alpharetta. The Alpharetta Culinary Competition registration is part of the Taste of Alpharetta Restaurant Registration process. For more information about the competition, please contact Claire Thurber at cthurber@alpharetta.ga.us.

Current Participating Restaurants:

Current participating restaurants include Andy's Frozen Custard, Bad Daddy's Burger Bar, EGGROLL BOYZ, Foundation Social Eatery, Ippolito's of Alpharetta, It's a Sweet Life Bakery, Jang Su Jang Korean B.B.Q., M Thai Street Food, Melting Pot, Nothing Bundt Cakes, The Ginger Room, Up on the Roof Alpharetta, VIVA Chicken, and more to come!

Become a Sponsor:

Support this unique culinary tradition, which will unite 40,000 people to celebrate restaurants, food, music, and the community in Downtown Alpharetta. Various sponsorship opportunities are available to fit any budget. Contact the City of Alpharetta at specialevents@alpharetta.ga.us for more information.

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Alpharetta Convention & Visitors Bureau

The Alpharetta Convention & Visitors Bureau serves as the official destination marketing organization for the city of Alpharetta, Georgia. Southern Living Magazine recently named Alpharetta one of the top 10 of “The South’s Best Cities 2023,” and Vacationidea.com named it one of the Best Places to Visit in Georgia. Learn more and book your hotel at [awesomealpharetta.com](https://www.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 and 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.