

Alpharetta
GEORGIA



Satisfy Your Cravings

IN ALPHARETTA, GA



Plan Your Weekend Getaway!



— awesome —
ALPHARETTA
CONVENTION & VISITORS BUREAU

678-297-2811
awesomealpharetta.com

The Official Destination Marketing Organization for Alpharetta, Georgia

FULLFILL YOUR *Flavor* *Cravings*

Visitors to Alpharetta can explore over **200 restaurants**, enjoy local spirits at cozy hangouts, discover unique flavors at food festivals, or hone their culinary skills at one of the city's two cooking schools. Alpharetta truly earns its reputation as a food lover's haven, offering culinary delights that embody the warmth of comforting meals and unforgettable flavors.



For those who appreciate premium cuts of meat and a sophisticated dining experience, **Luci's Steakhouse** is a must-visit. The restaurant exudes elegance and beckons to those who cherish an upscale dining atmosphere. Guests can delight in impeccably prepared steaks, accompanied by a diverse wine selection curated to enhance each dish. Luci's also offers signature lobster tails, delectable crab cakes, and a show-stopping tableside bananas foster, ensuring every visit is a culinary journey to remember.

For an authentic Korean BBQ experience, **Chow Won Korean Steakhouse** is the place to be. This interactive dining style allows you to grill your own meat and seafood to perfection right at your table. The restaurant uses fresh ingredients to create vibrant flavors that are the hallmark of traditional Korean cuisine.



Alpharetta boasts some fantastic brunch spots, including **TBB 122**, where you can savor a delightful brunch featuring healthy, preservative-free, high-quality dishes. Be sure to try their homemade pastries, which pairs perfect with their private coffee blend or a rich latte for the ideal finish.

Another standout brunch destination is **Snooze**, renowned for its inventive breakfast options. Their menu features creative twists on classic brunch fare, including pancake varieties, French toast, and savory omelets. Additionally, **Maple Street Biscuits** offers hearty Southern-style biscuits that truly shine, making it a must-visit brunch in Alpharetta.

The **Original Pancake House** offers an impressive brunch experience with their buttermilk pancake batter crafted from scratch with their own sour starter, and every egg cracked to order. A highlight is their Dutch Baby, a specialty that puffs up like a soufflé in the oven, then falls to reveal a rich, custard-like center with crispy edges.

Alpharetta is a dessert lover's paradise, offering everything from creamy ice cream and decadent pastries to artisanal cakes and inventive sweets.

Experience a sweet escape at **Chocolate House** at North Point Mall, where you can indulge in an array of delectable treats. Dive into their delicious waffle crepes, the perfect blend of crispy and fluffy. For an extra dose of indulgence, try their inventive crazy shakes, overflowing with rich flavors and creative toppings.

Don't miss **Alpine Bakery**, renowned for its delectable desserts. Their extensive menu features cakes, cheesecakes, pies, cookies, truffles, pastries, and trays for any event. Each item is lovingly baked and beautifully decorated, offering a delicious treat for everyone.

Scream'n Nuts serves up a sugary delight with its signature donut cones filled with rich, creamy ice cream. This charming spot combines the best of donuts and ice cream for a unique and indulgent treat that's perfect for satisfying your sweet tooth.





Health-conscious foodies thrive at **True Food Kitchen** at Avalon. With a menu brimming with nutritious, flavorful dishes catering to diverse dietary needs, including vegan and gluten-free options. Don't miss their refreshing Kale Aid and delectable pizzas.

Explore Alpharetta's dynamic culinary scene through exciting foodie events! Immerse yourself in hands-on cooking classes at **Flour Power Kids Cooking Studios** and **Williams Sonoma**. Discover the vibrant **Alpharetta Farmers Market**, where you can find fresh fruits, vegetables, desserts, honey, and artisanal sauces every Saturday morning in downtown from April to November.

Save the Date FOR ALPHARETTA'S HOLIDAY HAPPENINGS

SEASON OF CELEBRATION – DOWNTOWN ALPHARETTA TREE LIGHTING
November 23, 2024 | 5:00 – 9:00PM | Town Green
Kick off the holiday season with a tree lighting in Downtown Alpharetta, featuring Santa, live music, and snow flurries.

LIGHTING OF AVALON
November 24, 2024 | 2:00 – 7:30PM | The Plaza
Get in the holiday spirit with festive music and free activities for the whole family.

AVALON ON ICE
November 24, 2024 – January 20, 2025 | The Plaza
Lace up your skates and glide! Avalon's iconic ice skating rink, inspired by Rockefeller Center, is back, ready to bring holiday cheer to all.

FREE PICTURES WITH SANTA
December 7, 2024 | 10:00AM – 12:00PM | Alpharetta Welcome Center
Enjoy a complimentary individual or family photo with Santa, printed and emailed instantly. *Presented by the Alpharetta Convention & Visitors Bureau.*

HOLIDAY HOP & SHOP
December 7, 2024 | 9:30AM – 4:00PM | Throughout Alpharetta
Enjoy a FREE hop-on, hop-off shuttle as you explore unique markets featuring crafts, food, décor, and more.

For a complete list of holiday events visit [awesomealpharetta.com](https://www.awesomealpharetta.com).



ALPHARETTA FARMERS MARKET

Saturday Mornings
8:30AM – 12:30PM
Town Green, 40 South Main St.
Discover local farmers with fruits, vegetables, and natural meats, gardeners with fresh flowers and herbs, bakers of delicious desserts and breads, and makers of local, raw honey, jellies and soaps.
Free admission.

THE MAGICAL MUSIC OF HARRY POTTER

September 6 at 7:30PM
Alpharetta Methodist Church,
69 North Main St.
September 8 at 3:00PM
Union Hill Park, 1590 Little Pine Trl.
Incipit a musica (Start the music)! With this magic spell, the Alpharetta Symphony starts the season with a journey to everyone's favorite wizarding school, Hogwarts, featuring incredible musical selections from each film of the Harry Potter series.
Ticket admission required.



HOME BY DARK CONCERT SERIES

September 7 & October 5
Concerts start at 8:00PM
Union Hill Park, 1590 Little Pine Trl.
Enjoy an exceptional musical experience beneath the covered pavilion, surrounded by the serene beauty of the park's trees.
Ticket admission required.



GRILLING & GRIDIRON

September 14
12:00 – 7:00PM
Downtown Alpharetta
Old Roswell Rd.
Celebrate this longstanding tailgating tradition at the annual event to benefit The Lionheart School. Dress to impress in your favorite SEC school colors to watch football on the big screen.
Ticket admission required.

CALENDAR OF EVENTS SEPTEMBER – OCTOBER 2024



HOME BY DARK CONCERT SERIES

September 14

Concerts start at 7:30PM

Brooke Street Park, 2 Park Plaza

Get ready for an unforgettable evening of music under the stars! Enjoy the magic of live performances by incredible artists in a beautiful outdoor setting. Bring your friends, family, and a cozy blanket or chair to enjoy a night filled with diverse musical styles. It's a must-see experience for music lovers of all kinds. *Free admission.*

MAYOR'S CORPORATE CHALLENGE 5K RACE

September 19

Race Festivities & Expo: 4PM | Kids Fun Run: 6PM | 5K: 6:30PM

Alpharetta City Hall, 2 Park Plaza

Lace up your shoes for an incredible night of fun, running, friendly competition, and fundraising to benefit charities supported by the Alpharetta Rotary. Participants will enjoy games, bouncy houses, and kids activities, food trucks, and a DJ. *Registration required.*

ALPHARETTA BREW MOON FEST

September 21

6:00 – 10:30PM

Downtown Alpharetta, Milton Avenue

Rock the night away with a true "Dancing in the Street" party featuring your favorite beers, live music by Michelle Malone and Canyonland, plus a variety of food tents and local eateries. Bring your own chairs or purchase a table and enjoy the night with your closest friends! *Ticket admission required.*

SCARECROW HARVEST

September 26 – November 2

Throughout Downtown Alpharetta

Over 150 scarecrows stand tall and proud along the streets of downtown Alpharetta, inspiring fall spirit! Take a self-guided tour of this year's, 19th annual, scarecrow patch.

Visit [awesomealpharetta.com](https://www.awesomealpharetta.com) for a map of all the scarecrows.
Free Admission.



ALPHARETTA ART IN THE PARK

September 28 – 29

Sat. 9:00AM – 4:00PM

Sun. 12:00 – 4:00PM

**Brooke Street Park,
2 Park Plaza**

This outdoor artist market features handcrafted work by local artists who create masterpieces right before your eyes. *Free admission.*

FREE FAMILY REUNION WORKSHOP

September 28

10:00AM – 12:00PM

Preston Ridge Community Center, 3655 Preston Ridge Rd., Ste. 100

Attendees will gain insight into the planning process and learn how Alpharetta's easy access, exceptional facilities and world-class shopping, dining and entertainment make it the perfect location for fun-filled special events. *Free admission, registration required at [awesomealpharetta.com](https://www.awesomealpharetta.com).*

FAMILY DAY

October 5

10:00AM – 2:00PM

Alpharetta Arts Center, 238 Canton St.

Join us for a family-friendly event featuring arts & crafts, face painters, and special guests. Meet our instructors and Arts Leader Groups to learn about our cultural offerings. Bring your family for a fun opportunity to engage with our programs and kick off ARTober! *Free admission.*



FESTIVALS OF SPEED

October 6

11:00AM – 3:00PM

Avalon, 400 Avalon Blvd.

This exquisite motorsport display will showcase the world's most exotic cars, motorcycles & luxury brands all placed for display on the elegant Boulevard at Avalon. Lamborghini, Porsche, Ferrari, Aston Martin, and Bentley will all be onsite! *Free admission.*

CALENDAR OF EVENTS SEPTEMBER – OCTOBER 2024

FITLIFE EXPO

October 6
12:00 – 5:00PM

Town Green, Downtown Alpharetta

Featuring 50+ local vendors from the health, wellness and lifestyle industry, as well as free fitness classes, giveaways, interactive demos, family entertainment, and more. *Free admission.*



WIRE & WOOD ALPHARETTA SONGWRITERS FESTIVAL

October 11 – 12

Fri. 6:00 – 11:00PM

Sat. 11:00AM – 11:00PM

Downtown Alpharetta

Music will flow through the streets during **FREE** two-day festival features more than **40+ performances** across **7+ stages!** New this year, explore the Music Market featuring art and handcrafted goods focused on music-related themes. *Free admission.*

ROMEO & JULIET by William Shakespeare

October 18 – 26

Fri. & Sat. 7:30PM, Sun. 12:00PM

Brooke Street Park, 2 Park Plaza

Shakespeare's "Romeo and Juliet" unfolds in a world of violence, where Romeo and Juliet's love grows amid a fierce feud between their families, the Montagues and Capulets. Despite its dark setting, the play has become the quintessential tale of young love. **ACT1 Theater** is bringing this timeless story to life.

Ticket admission required.

BOO BASH

October 19

5:00 – 8:00PM

Alpharetta Community Center,
175 Roswell St.

Wear your family-friendly costumes and join us for an evening of spook-tacular fun for everyone. Jump in the dance party, test your skills at carnival games, grab some treat bags and embrace the spirit of Halloween!

Free admission.



ALPHARETTA RESTAURANT WEEK

October 20 – 26

Participating Restaurants

Throughout Alpharetta

Alpharetta boasts an unbeatable lineup of top-notch culinary hot spots and Alpharetta Restaurant Week is the perfect time for patrons to try a new restaurant or revisit a favorite.



TRICK OR DRINK

October 25

6:00 – 9:00PM

Avalon, 400 Avalon Blvd.

Don your most frightening frocks and stop by Avalon for a fa-Boo-lous celebration filled with adult-only supernatural moonlit fun, including specialty cocktails and a live DJ. *Free admission.*



TRICK OR TREAT

October 26

10:00AM – 12:00PM

Avalon, 400 Avalon Blvd.

Calling all ghouls and goblins! Enjoy a Fang-tastic Halloween celebration for kids of all ages. Grab a stroll map from Concierge and collect all of the candy from participating retailers for a chance to win a family fun prize package, specialty cocktails and a live DJ. *Free admission.*

For current information and a full list of special events, visit the Calendar of Events at [awesomealpharetta.com](https://www.awesomealpharetta.com). Event information is as accurate as possible at time of printing. Please note that event dates, times, and locations are subject to change.

With so much to do,
why not stay the night?

Add **value** to your stay with **special rates** and **packages** at one of our modern and upscale hotels. Many offer a selection of **suites, local shuttle service, complimentary breakfast, free parking and free Wi-Fi.**

Aloft Alpharetta | 678-527-6800

Atlanta Marriott Alpharetta | 770-754-9600

Comfort Inn Alpharetta-Atlanta North | 470-273-6604

Comfort Suites Alpharetta/Roswell – Atlanta Area | 770-649-0955

Courtyard Atlanta Alpharetta | 678-366-3360

Courtyard Atlanta Alpharetta/Avalon Area | 770-475-9955

DoubleTree by Hilton Hotel Atlanta-Alpharetta | 678-347-0022

Embassy Suites by Hilton Atlanta Alpharetta | 678-566-8800

EVEN Hotel Alpharetta-Avalon Area | 770-869-2546

Extended Stay America-Atlanta-Alpharetta-Northpoint-East | 770-475-7871

Extended Stay America-Atlanta-Alpharetta-Northpoint-West | 770-569-1730

Extended Stay America-Atlanta-Alpharetta-Rock Mill Road | 770-475-2676

Fairfield Inn & Suites Alpharetta Avalon Area | 770-796-0310

Fairfield Inn & Suites Atlanta Alpharetta | 770-663-4000

Hampton Inn & Suites Alpharetta | 678-393-0990

Hampton Inn & Suites Alpharetta/Roswell | 770-640-5511

Hilton Alpharetta Atlanta | 678-240-9222

Hilton Garden Inn Atlanta North/Alpharetta | 770-360-7766

Hilton Garden Inn Atlanta Northpoint | 678-566-3900

Holiday Inn Express & Suites Alpharetta-Windward Parkway | 678-339-0505

Home2 Suites by Hilton Alpharetta | 470-479-6699

Homewood Suites by Hilton Atlanta-Alpharetta | 770-998-1622

Hyatt Place Atlanta/Alpharetta/North Point Mall | 770-594-8788

Hyatt Place Atlanta/Alpharetta/Windward Parkway | 770-343-9566

La Quinta Inn & Suites by Wyndham Atlanta Alpharetta | 770-754-7800

Sonesta ES Suites Atlanta Alpharetta Avalon | 770-569-7200

Sonesta ES Suites Atlanta Alpharetta North Point Mall | 770-587-1151

Sonesta ES Suites Atlanta Alpharetta Windward | 770-664-0664

The Hamilton Alpharetta, Curio Collection by Hilton | 770-777-1820

The Hotel at Avalon, Autograph Collection,
& Alpharetta Conference Center | 678-722-3600

TownePlace Suites Atlanta Alpharetta | 770-664-1300



*Scan here with your smart phone
or tablet to book your Alpharetta
hotel room.*



#AwesomeAlpharetta