



Christmas-Themed Pop-Up bar, Elf'd UP, returns to Alpharetta for 2025 Holiday Season

Alpharetta, GA — [November 7, 2025] — The holiday season is getting an upgrade – [Elf'd UP returns to UP on the Roof](#) November 21 through December 31, transforming the best rooftop in Alpharetta into a high-energy, holiday-themed escape decked out with over-the-top decor, creative cocktails and festive vibes galore.

Whether you're meeting friends for a cocktail, planning a seasonal date night, or simply in the mood for something merry, Elf'd UP offers the perfect backdrop.

Now in its fourth year, the pop-up has become a favorite holiday tradition for Atlanta-area locals and visitors looking for a festive escape in Alpharetta. This year's experience promises a chaotically cheerful atmosphere for anyone who loves the holidays done big.

Think twinkling lights, Instagram-worthy photo ops, tacky sweaters, Christmas music and holiday cocktails like *All the Jingle Ladies*, *Gettin' Blitzen* and *Ya Filthy Animal*. And for those who are looking to enjoy a sober Santa season or just want to be merry and mindful, there are great zero-proof options as well. There's something for everyone in this over-the-top setting that celebrates all things holidays.

"Elf'd UP is about rediscovering the joy and playfulness of the season," said Stephanie Tobben, Director of Marketing and Communications at UP on the Roof. "It's a space that feels festive and special, but still totally comfortable – you can dress up, wear your favorite tacky Christmas sweater, bring a date, bring your friends and co-workers, or just enjoy a drink and soak up the holiday cheer."

Quick Details:

- **When:** November 21 – December 31
- **Where:** UP on the Roof, 33 South Main St., Alpharetta
- **What to Expect:** Festive cocktails, including zero-proof options, over-the-top Christmas decor, Elf'd UP merch and the best holiday vibes in town.
- **Reservations:** Recommended for dining, but guests can walk in and enjoy the festive holiday bar without reservations.

High resolution images and media preview opportunities are available upon request.

About UP on the Roof:

Located on Main Street in the heart of historic Alpharetta, UP on the Roof offers creative cocktails, bold bites, and stunning panoramic views of the Town Green, North Georgia mountains and beyond. From pop-ups like *Elf'd UP* to everyday rooftop dining, it's Alpharetta's go-to for elevated yet approachable experiences and seasonal celebrations.

UP on the Roof

33 South Main St., Alpharetta, GA 30009 | (770) 777-5855

www.eatupdrinkup.net

<https://eatupdrinkup.net/rooftop-events/elfd-up-alph/>

Hours of Operation:

SUN: 11am – 12am | MON – THURS: 3pm – 12am | FRI: 3pm – 2am | SAT: 11am – 2am

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