

## 2017 Quick Facts

- WHAT:** 7<sup>th</sup> Annual Atlanta Food & Wine Festival  
**WHEN:** Thursday, June 1 – Sunday, June 4, 2017  
**WHERE:** Atlanta, Georgia – Loews Atlanta Hotel on 12<sup>th</sup> Street in Midtown. The Atlanta Food & Wine Festival Tasting Tents are held in the Greensward Promenade area of Piedmont Park.  
**COST:** \$85 - \$1,800 – vary by ticket selected

### ABOUT ATLANTA FOOD & WINE FESTIVAL:

- Atlanta Food & Wine Festival is the nation's first culinary weekend dedicated exclusively to showcasing the rich food and beverage traditions of the South – Texas to D.C.
- AF&WF unites the region's culinary leaders – award-winning chefs, mixologists, barbecue pit-masters, sommeliers, mixologists and local growers – for four days of exploring and celebrating Southern food and beverage traditions.
- An Advisory Council of more than 90 award-winning talent from 14 Southern states and the District of Columbia have worked to create the Festival's programming, resulting in an incredible weekend of learning and tasting experiences as well as dinners and Southern-style soirees!
- The Festival also celebrates the flavors of other Southern regions around the globe including Southern Europe, South Africa, South America, Southern Hemisphere (Australia and New Zealand) and South-of-the-Border for Mexico.
- The Atlanta Food & Wine Festival is an indoor/outdoor event that will be held rain or shine.

### ACTIVITIES:

- **Learning Experiences** – The Festival offers over 80 classes during the weekend from large stage demonstrations to intimate tasting seminars and technique labs. Learning Experiences range in size from 40 – 150 people and include technique laboratories, pairing sessions, tasting seminars, and panel discussions plus increased time between classes giving guests more opportunities to connect with talent after class. The class schedules will be posted on [www.atlfoodandwinefestival.com](http://www.atlfoodandwinefestival.com) and the Festival's 2017 site launches Friday, March 24.
- **Tasting Tents** – Designed to take guests on an epicurean journey through the South, the Festival's Tasting Tents are not the typical Festival tasting experience. The all-you-can-indulge layout allows guests the opportunity to eat, drink and explore the region's top food and drink products and chef creations while also celebrating international influences that have shaped our region. After a successful relocation last year, Piedmont Park's Greensward Promenade will once again provide the perfect backdrop for the Tasting Tents, which will now take place on Friday and Saturday nights and Sunday afternoon. Tasting Tents will also feature Sommelier wine lounges, a cocktail garden, live music, and interactive food and beverage pairing areas.
- **Dinners & Events** – The Festival experience continues into the evenings as chef's, sommeliers, and mixologists come together to curate dinners and signature parties for guests. The Dinners and Events are located throughout the city at private homes, restaurants, and unique Atlanta venues and are designed to showcase the South in unique and intimate atmospheres.

### TICKETS:

- Tickets go on sale Friday, March 24, 2017 with early bird pricing through Friday, April 7, 2017. Tickets can be purchased by visiting [www.atlfoodandwinefestival.com](http://www.atlfoodandwinefestival.com). All tickets are non-refundable and cannot be exchanged.

### TICKET OPTIONS: *(package details can be found [here](#))*

- **Individual Tasting Tent Pass** – \$100 per Tasting Tent ticket (\$85 – early bird)
- **Day Pass** – \$175 per day (\$150 – early bird)
- **Weekend Pass** – \$435 for full weekend (\$370 early bird)
- **Connoisseur Experience** – \$600 – \$1,800 per ticket (\$500 – \$1,500 early bird)
- **Dinners & Evening Events** – \$25 - \$225 per person, per dinner/event

**ATTIRE**

- Guests should dress casually and comfortably during the day. While Learning Experiences are inside Loews Hotel, Tasting tents are outdoor in a partially grassy area.

**BRING YOUR ID**

- You must be 21 years old or older to attend the Festival, absolutely no exceptions.
- IDs must be presented before entering the Tasting Tents.

**MEDIA**

- To request media credentials please visit AF&WF's [Media page](#). Credentials are open now.

**PARKING & TRANSPORTATION**

- Parking is available at 10 Tenth Street, 11<sup>th</sup> & Juniper and Loews Hotel Self-Parking. Visit the [Festival Map](#) for more information.
- Enjoy the Festival safely and take advantage of alternative transportation: MARTA, Uber, Lyft, and taxis are easily accessible.

**PETS**

- We love our pets – but we ask you to leave your pets at home. This is not only for the convenience of our guests and exhibitors, but also for the well-being of your pets. Service dogs, with the correct credentials will be permitted.

**SMOKING**

- Smoking is not permitted at the Festival, in the Loews Hotel or Tasting Tents.

**WELCOME CENTER**

- Location coming soon

**SOCIAL MEDIA & WEBSITE:**

Join the conversation and stay up to date with the Atlanta Food & Wine Festival's social media:

Twitter – [@ATLFoodAndWine](#)

Facebook – [www.facebook.com/AtlantaFoodandWineFestival](http://www.facebook.com/AtlantaFoodandWineFestival)

Pinterest – [www.pinterest.com/ATLFoodAndWine](http://www.pinterest.com/ATLFoodAndWine)

Instagram – [www.instagram.com/atlfoodandwine](http://www.instagram.com/atlfoodandwine)

Website – [www.atlfoodandwinefestival.com](http://www.atlfoodandwinefestival.com)

Festival Hashtag: #AFWF17 #KnowTheSouth

**VOLUNTEER INFORMATION:** Volunteer registration closes Tuesday, May 31. If you are interested in signing up, visit [atlfoodandwinefestival.com/volunteer](http://atlfoodandwinefestival.com/volunteer) to register and select your volunteer role and shift time.

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