

THE BEST REASONS TO HEAD SOUTH FOR THE 7TH ANNUAL ATLANTA FOOD & WINE FESTIVAL

Big Flavors, Big Talent and All-Things-Southern Merge for a One-of-a-Kind Weekend Destination June 1 – 4

ATLANTA — Located in the hub of the South, the seventh annual Atlanta Food & Wine Festival returns June 1 – 4 to roll up massive sleeves and dig in to all-things-Southern. Bringing together an unparalleled line-up of award winning Southern food and beverage talent from Texas to D.C., the Festival spotlights the refined and revered traditions of one of the most culturally rich regions in the US. Through curated programming that includes more than 80 Learning Experiences, all-you-can-indulge Tasting Tents, and Dinners and Events, the Atlanta Food & Wine Festival is an unforgettable four-day weekend designed to educate and entertain.

“Part conference, part party, and one delicious Southern experience, the Atlanta Food & Wine Festival is the ultimate epicurean destination. No other event in the country convenes more than 200 chefs, restaurateurs, barkeeps, sommeliers, distiller and brewers to tell the story of Southern food and drink,” explains Dominique Love, Atlanta Food & Wine Festival Co-Founder. “Because of its vibrant culinary scene, great event venues, and easy accessible by car or air with close to 80% of US destinations within a short two-hour flight, Atlanta is a great host for the weekend. We’re Atlanta by destination and Southern by design.”

SOUTHERN GUMPTION: In its seventh year, the Atlanta Food & Wine Festival line-up reveals the rich traditions and stories behind Southern food and drink culture. Exciting program additions plus returning Festival favorites including a new series of Masterclasses, an expanded Advisory Council, Friday and Saturday evening Tasting Tents, Connoisseur Dinner Series in partnership with the Lee Bros, and the Designer Diner Brunch at the Atlanta Decorative Arts Center (ADAC), are worth the trip alone. Festival attendees will also have the opportunity to explore “hot” topics that are woven throughout the weekend’s programming including: Breakfast – America’s favorite food ritual; Road-Side Delights – Gas station cuisine to global street-food; Ingredient Spotlight – Cooking with exotic ingredients featuring crab fat, alligator, and swamp cabbage.

LEAVE IT TO THE TALENT: One of the best reasons to plan a trip the Atlanta for the Festival is the opportunity for out-of-towners to truly know the South by learning from important players in the industry all in one weekend. From the Learning Experiences to the Tasting Tents, the Festival’s programming is curated by an Advisory Council of 91 award-winning Southern food and beverage professionals, including 2017 James Beard Foundation Best Chef Southeast: Steven Satterfield (GA) and semi-finalists including David Bancroft (AL), Colin Bedford (NC), Vishwesh Bhatt (MS), Neal Bodenheimer (LA), Kristen Essig (LA), Kelly Fields (LA), Michael Gulotta (LA), Erik Niel (TN), Steve McHugh (TX), John Tesar (TX), Isaac Toups (LA), and more!

MEET THE MASTERS: From the fervent novice to the well-seasoned food and drink devotees, the Festival’s extraordinary Masterclasses are once in a lifetime opportunities for out-of-town epicureans to delve straight into Southern food culture. Back by popular demand, award winning chef Sean Brock will procure his favorite country hams paired alongside rare bourbons with legendary distillers Preston Van Winkle and Drew Kulsveen in *Rare Breeds: An Exploration of Fine Country Ham and Bourbon Part II*. Another incredible addition to the schedule will be a celebration of the 1982 Premiere Cru Bordeaux that will mark its 35th year in *82 Turns 35: A Celebration of Bordeaux’s Historic Vintage*. Renowned by many in the wine industry as the greatest vintage of modern times, participants will have the exclusive opportunity to taste Chateau Lafite Rothschild, Chateau Latour, and Chateau Mouton Rothschild.

VIP (VERY IMPORTANT PROGRAMING): The Festival experience will continue into the evening with the Connoisseur Dinner Series curated by the Lee Brothers. These immersive and intimate dining experiences will give guests up close access to award-winning talent with creative menus and themes. From personality quizzes to an open fire, multi-course, Backwoods Bacchanal, the custom dining experiences will re-examine the norms and constructs of fine dining.

MAKE A PIT-STOP: Destination Delicious, presented by *The Local Palate*, will return to kick-off the weekend at The Stave Room on Thursday, June 1. This year’s culinary excursion will highlight delicious Southern creations and libations inspired by the fluorescent-lit back counters of gas stations and road-side stands. From pork rinds to boiled peanuts and hot fried chicken, guests will indulge in the culinary history of the South’s best off-the-beaten-path specialties.

TASTING TENTSATION: The beloved Festival Tasting Tents aim to provide guests with up close and delicious connections to the region’s best chefs, mixologists, artisans and products. Returning to the Greensward area of Piedmont Park, the all-you-can indulge layout of the Tasting Tents will feature new session times on Friday and Saturday evenings giving ticketholders more time to soak up

the weekend. Connoisseur ticketholders will also enjoy the return of Connoisseur Tasting Tent with exclusive access to Festival Advisory Board Council Members, Master Sommeliers and Winemakers.

A FINER DINER: Sunday brunch will take on a brand new aesthetic this year as Festival partner the Atlanta Decorative Arts Center (ADAC) presents a delicious Southern brunch. *Designer Diner* will feature chefs and Southern designers as they collaborate to re-imagine the aesthetic and greasy spoon favorites of beloved diners and classic mom-and-pops that have long inspired and influenced Southern cuisine and culture.

LOEWER RATES: Serving as the official Host Hotel for the Festival weekend and home to all of the Learning Experiences, the Loews Atlanta Hotel in Midtown is the perfect home base for out-of-towners. For information on travel and accommodation recommendations please visit www.atlfoodandwinefestival.com/travel.

CURATED TO THE TEE: Through the ticket packages, food lovers can customize their Atlanta Food & Wine Festival experience, from a single Tasting Tent tickets or an individual event to a two-day pass or full weekend experience. For detailed package information, visit the Festival ticketing website at www.atlfoodandwinefestival.com/tickets.

The 2017 Atlanta Food & Wine Festival is sponsored by Southern Living, American Express, Coca-Cola®, Loews Atlanta Hotel, PNC, Atlanta Magazine, Louisiana, South Carolina, The Local Palate, Big Green Egg, Four Roses Bourbon, Glenfiddich, Grant Thornton, Hendrick's Gin, Knob Creek, Tito's Handmade Vodka, US Virgin Islands, Mississippi, Visit Houston B and more. For a full list of sponsors, visit www.atlfoodandwinefestival.com/sponsors.

Atlanta Food & Wine Festival is a rain or shine event.

About Atlanta Food & Wine Festival

Launched in 2010, by Atlanta entrepreneurs Dominique Love and Elizabeth Feichter, the Atlanta Food & Wine Festival is a four-day culinary experience dedicated to shining an international spotlight on the rich food and beverage traditions of the South from Texas to the District of Columbia. With an Advisory Council of 91 award-winning talent from 13 Southern states and the District of Columbia, the Atlanta Food & Wine Festival is one part conference and one part party, offering carefully-crafted programs and events to entertain and educate consumers about Southern food and drink. 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, Puerto Rico, Cuba, and the Caribbean. The Atlanta Food & Wine Festival is a member of the IWSC Group North America's portfolio of events. Atlanta Food & Wine Festival returns to Midtown Atlanta Thursday, June 1 – Sunday, June 4, 2017. For more information or to purchase tickets, visit www.atlfoodandwinefestival.com. Follow Atlanta Food & Wine Festival on [Facebook](#), [Instagram](#), and [Twitter](#) and view the [2017 Festival Look Book](#) for a deeper dive into this year's themes, events, and talent. #KnowTheSouth #AFWF17

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