



**FOR MORE INFORMATION:**  
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## **MEDIA ADVISORY**

### **EXCITING NATIONAL TOURS AT TASTE OF CHARLOTTE!**

**What:** Taste of Charlotte presented by Food Lion

**When:** June 8<sup>th</sup> – 10<sup>th</sup>, 2018  
Friday, 11 a.m. to 11 p.m.  
Saturday, 11 a.m. to 11 p.m.  
Sunday, 11 a.m. to 6 p.m.

**Where:** Tryon Street between Stonewall and Fifth Street  
Charlotte, NC

#### **Here are a few of the tours that will be displaying exciting exhibits over the weekend:**

- **Food Lion:** Visit the Food Lion Produce Stand in the intersection of Trade and Tryon all weekend long! They'll be offering sweet and savory produce samples at their booth throughout the entire weekend with their menu changes every few hours. How refreshing!
- **Avon:** Check out the @AvonInsider 'Amp It Up' experience! Stop by Taste of Charlotte this weekend and register for your 10-minute makeup refresh. Don't forget to enter for a chance to win The Avon Amp it Up Adventure at [#AvonAmpItUP](https://www.avon.com/popupsweeps)
- **Recover Brands Sustainable Apparel Co:** is the official apparel of The Taste of Charlotte Festival, providing the Race to the Taste 5k Dry Fit Shirts plus Volunteer, and Staff T-Shirts...all made from recycled materials! Visit their booth to purchase your very own Recover Brands Sustainable Apparel.
- **Sour Punch Candy:** Is on the road for their summer tour, giving out Sour Punch Bites FREE CANDY & embracing what makes us all different! #EmbraceYourPunch
- **Smithfield:** The pork brand asked for by name, is bringing to Taste of Charlotte samples of MINIATURE SWEET & SAVORY SOUTHERN BREAKFAST PINWHEELS (Smithfield Home Style Sausage, mixed with cinnamon, onions and raisins, rolled in a brioche dough, cut into miniature pinwheels, and lightly drizzled with bbq sauce) Mouthwatering!
- **All of Us Journey:** The Journey teaches about research, the value of research, precision medicine and allows people to explore the different digital and analog activities all within their 40' exhibit.
- **Red Rock Deli:** Mimicking a food truck experience, Red Rock Deli chip sampling is elevating the flavor experience of a normal chip sample with a "flight" of their THREE new flavors for eventgoers! Stop in for a sample and to take a selfie on their photo backdrop.

NOTE: We can arrange interviews & visual opportunities for you. For more information, visit [www.TasteOfCharlotte.com](http://www.TasteOfCharlotte.com) or contact Carrie Griffin at 704.572.9870 (cell/ text)