



FOR MORE INFORMATION:

Carrie Griffin – carrie@tasteofcharlotte.com

704.572.9870

MEDIA ADVISORY
2018 Taste of Charlotte
June 8 - 10

Taste of Charlotte Celebrates 20 YEARS!

What: Taste of Charlotte Presented by Food Lion

Where: Uptown Charlotte
Tryon Street from Stonewall St to 5th Street

When: Friday, June 8th – 11 a.m. to 11 p.m.
Saturday, June 9th – 11 a.m. to 11 p.m.
Sunday, June 10th – 11 a.m. to 6 p.m.
**Taste of Charlotte is open rain or shine.*



Why: North Carolina's largest food festival is set to return for its 20th Year in the streets of uptown Charlotte welcoming Food Lion as its title sponsor. The event, which drew approximately 130,000 visitors last year, offers a mix of family entertainment, unique shopping, live music, kid's activities, a wide array of beer and fine wine along with more than 100 menu items for sampling from a collection of Charlotte's hottest restaurants. There is no cost for admission to Taste of Charlotte. Food samples and beverages can be purchased with festival coins, available at Coin Booths along Tryon Street.

Planned Attractions Include:

Food Lion Produce Stand: Stop by the Food Lion Farm Fresh Produce Stand for sweet and savory samples of fresh fruits, vegetables and more!

Entertainment Presented by UBEReats: Featuring local & regional bands playing your favorite 80's, 90's pop, rock and country music.

Wine Cellar presented by Ravage Wines: Offers a variety of wines in a festive outdoor environment. Live music on the stage sets the backdrop for fun casual conversation.

Tavern at the Taste Presented by Corona Light: A unique tavern offering a selection of wines and beers, as well as live music on the Auto Tavern Stage and a dining area.

Challenge Butter Cooking Kitchen: Join area chefs as they prepare simple recipes onsite. Demos are each hour all weekend long. Watch them cook and try the samples!

The MarketPlace: An eclectic open air shopping experience featuring handcrafted original designs from home accents and local jams to candles and custom jewelry.... along Tryon Street between Trade and 4th.

Shipt Kids Area: Interactive play areas with adventurous activities for children of all ages. From Trampolines & Climbing Walls to Bounce Houses & Obstacle Courses. All games use Coins, not cash. Kids can PLAY ALL DAY...Get your wristband at any coin booth for \$20! Discounted wristbands on Sunday Family Funday, just \$15!

Community Stage: Also enjoy local groups performing throughout the entire weekend including karate demos, free workouts, cheerleaders and local dance groups!

Race to the Taste 5k Presented by Truliant Federal Credit Union: Taste of Charlotte's 5th Annual 5k and Cupcake Run/Walk will start and finish at Taste of Charlotte Festival on Saturday, June 9th Register on TasteofCharlotte.com

Taste of Charlotte will be recycling: As always, recycling containers can be found throughout the site at the Taste. Plastic & Aluminum beverage bottles can be recycled in specified containers located throughout the event. Last year Taste was able to recycle over 38% of the waste...we're looking to top that this year by composting at one of our six coin booths through a partnership with Keep Mecklenburg Beautiful and Crown Town Composting!

More About Taste of Charlotte

Celebrating 20 years of Taste, the event is locally owned and managed by Centurion Entertainment, Inc. For more information on Taste of Charlotte, visit www.TasteofCharlotte.com.

Graphics

High-resolution versions of the Taste of Charlotte logo and event photography are available from Carrie Griffin at carrie@tasteofcharlotte.com