

FOOD LION TASTE of Charlotte



JUNE 5, 6, & 7,
2026



EAT
DRINK



CHARLOTTE'S LARGEST OUTDOOR FESTIVAL IN UPTOWN CHARLOTTE

THE TASTE OF CHARLOTTE HAS BECOME ONE OF THE LARGEST AND MOST ANTICIPATED EVENTS IN THE AREA CELEBRATING THE BEST OF WHAT CHARLOTTE HAS TO OFFER! THE THREE-DAY FOOD FESTIVAL HAS AN ATTENDANCE TREND OF 100,000+ ANNUAL VISITORS.

EVENT DETAILS

LOCATED IN THE HEART OF UPTOWN CHARLOTTE, 2026 WILL BE THE 27TH YEAR OF THE TASTE EVENT! TASTE OF CHARLOTTE HAS BECOME A GREAT MARKETING OUTLET FOR LOCAL BUSINESSES, MOBILE MARKETERS AND NATIONAL BRANDS.

LOCATION

TRYON STREET IN UPTOWN CHARLOTTE

DATES

FRIDAY, JUNE 5TH, 11:00AM - 11:00PM

SATURDAY, JUNE 6TH, 11:00AM - 11:00PM

SUNDAY, JUNE 7TH, 11:00AM - 6:00PM

EVENT ATTRACTIONS

ENTERTAINMENT STAGE: Free live music concerts and local acts

FOOD: Area restaurants presenting over 100 different dishes

BEST OF TASTE: Awards won by the best tasting menu items.

TAVERN AT THE TASTE: Have a drink, be entertained and relax

WINE CELLAR: Wine tastings paired with comraderies

MARKETPLACE: Boutique style shopping

FAMILY ACTIVITIES: Kid fun for all ages

DEMO KITCHEN: Recipes and samples

BLOCK TAKEOVER: Represent your business on the festival map

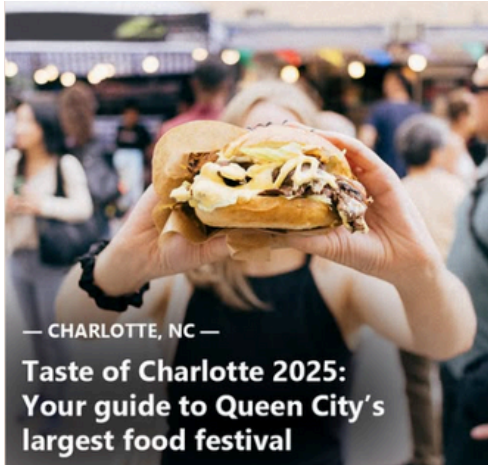


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PLAY



Custom SPONSORSHIPS



Festival Title

"Your business name Taste of Charlotte" festival. When Taste of Charlotte is mentioned, title sponsors are too! The partnership is synonymous with the brand of the entire festival.

Block Takeover

Take over 1 of the 5 blocks on the Festival Map. Creative ways to plan entrance/exit points, as well as multiple branding spots throughout your block.

Restaurant

Showcase 3 of your best menu items to festival tasters, while bringing awareness to you location, brand, and flavor.

Partner

Bring brand awareness to your business, product, or company by hosting a space on site to showcase who you are in the Charlotte community!

Area Presenter

Support any specialty area at the festival like the Marketplace, Tavern at the Taste, Kids Area, Wine Cellar, Picnic area, Demo Kitchen and more!

Stage Presenter

Brand your name on any of our 3 area stages with live music and entertainment throughout the festival weekend. Name on Main Stage, Tavern at the Taste, or Wine Cellar Stage.

Official Product Presenter

Taste of Charlotte would love to represent your product and get it in our attendees hands to experience. Official products range from grocery to beverages to vehicle and more.

