



## Fork & Cork Brand Story

Addison Fork & Cork is more than an event.

Fork & Cork is an experience.

In 2014, Fork & Cork was born out of the culinary heritage that Addison is known for and became a Celebration of Taste.

A unique and innovative destination that introduces the culinary minded with local celebrated chefs, craft breweries, wineries and spirit makers. An authentic, one-of-a-kind experience that satisfies the epicurious. An interactive atmosphere that serves up tasteful artist demonstrations, as well as tasty dishes. It's casual, yet sophisticated. Active, yet intimate. Personal, yet communal.

Consider it an upscale backyard party.

Fork & Cork attracts visitors from around the state, across the region and all over the country. With authentic and exclusive dishes to discover and lasting memories to be made, Fork & Cork has to be tasted to be believed.

Fork & Cork celebrates the culinary growth throughout North Texas. By featuring the culinary diversity of D/FW, Fork & Cork builds recognition, awareness and desire for many of Addison's chef-driven establishments.

Fork & Cork entertains with a tasteful blend of dining, art and entertainment. From celebrity chefs, artists and art walks to exceptional tastings and popular music artists, Fork & Cork puts on a not-to-be-missed performance.

With so many unforgettable dining experiences to be had, Fork & Cork successfully shows anyone who attends how in Addison "it all comes together."<sup>SM</sup>



## Fork & Cork Brand Personality

Fork & Cork is...

new

Fork & Cork, the replacement to Taste Addison, is an event that approaches food in a unique way. With exclusive chef-driven recipes, coupled with live entertainment, craft beer, wine and spirits, this is unlike any other food event.

sophisticated

From world-renowned chefs, distinctive plates and specialty food purveyors to craft beers, fine wines and spirits, a certain level of touch, class and refinement are always present. Much like the dining, the ambiance is to be appreciated and the experience is never to be rushed.

approachable

Fork & Cork is big-city tastes with a small-town feel. Welcoming vendors, friendly attendees and an experience that is anything but pretentious encourages everyone to feel at home, no matter how far home may be.

fun

With every new taste that is discovered, every new song that is heard, every new drink that is sipped and new friend that is made, Fork & Cork is built to be enjoyed in a variety of different ways.

Fork & Cork provides...

non-stop entertainment

From musical artists and celebrity chefs to crafty beer flights, art demonstrations, artists and wine tastings, Fork & Cork offers an unforgettably entertaining, culinary-centric experience throughout the two-day event in unique environment that is Addison Circle Park.

experiential dining

Fork & Cork is far more than dishes and tasting. It's the "sophisticated picnic-like atmosphere" that makes the experience something memorable. Interact with the chefs. Pair their exclusive dishes with fine wine and spirits — all to the sounds of live music enhances both the mind and the pallet.

access

One-of-a-kind dishes you can't and won't get anywhere else. One-on-one interactions with chefs, winemakers and craft beer brewers. Fork & Cork provides an experience that can't be enjoyed anywhere else. It's a peek into the talents of some of the area's finest culinary experts.