



Taste Addison Update
April 10, 2018

Taste Addison Update



May 18-20, 2018

Current Advanced Ticket Sales
Sales are up 64% over this time last year

Estimated Attendance – 25,000

Taste Addison Update

Tickets:

Advanced Tickets - \$15
through May 13th

General Admission - \$20
May 14 – Event

Sunday - \$10

VIP Weekend Pass - \$95

Children under 12 FREE all weekend



Programming Overview Entertainment



Live Music throughout the weekend featuring:

- Eli Young Band
- Casey Donahew
- Cory Morrow
- Whiskey Meyers
- Charli Robison
- Escape
- La Freak



Programming Overview Activities

Family Friendly Activities:

- Shop around the Marketplace featuring dozens of vendors and find the perfect kitchen accessory or specialty food item that compliments all taste buds
- Talley Amusement Carnival that is great fun for all ages
- Family Fun Zone featuring complimentary games and activities for all ages
- Pinot's Palette Addison is providing hands on painting demos Saturday and Sunday



Programming Overview, Cont.



Cooking Stage, featuring Chef Demos:

- Enjoy dishes and interactive cooking demos located at the Albertsons, Tom Thumb Cooking Stage at the Conference Centre



Wine Garden:

- Taste Addison takes you on a trip around the world of wine in our exclusive Wine Garden. You will get a chance to experience fantastic wines from the varied and vast appellations!



Craft Beer Hall:

- Experience a wide array of craft beers throughout the U.S. From Chicago Award-Winning Goose Island IPA to Houston Texas' Karbach Love Street kolsch style blonde. There's a TASTE for every beer lover!

Taste Addison Restaurants

Taste Addison is celebrating Addison's most popular restaurants and is sure to offer something for everyone's craving.

Classic Favorites:

- Nate's Seafood and Steakhouse
- Melting Pot
- Blue Goose

New Kid's on the Block:

- Ida Claire
- Zoli's Pizza
- Vernon's Gastropub



Marketing & PR

April 16th – May 20th, 2018

By using paid media,
we are directly targeting a
demographic of people to bring
brand awareness and generate
advanced ticket sales for the
Festival.

Top Paid Media:

- Paid Search
- Social Media
- Website Takeovers
- ThinkNear
- Billboards
- Radio Buys



Marketing & PR

Public Relations and Media:

- Taste Tuesdays :
Pop-up events on May 8th at Mary Kay and Aberdeen Buildings to showcase participating restaurants and chefs
- Featured on-air media leading up to the event
- Blogger and Influencer outreach



ADDISON SPECIAL EVENTS

Council Packets will be delivered the week of
May 7th.

Each council member will receive:

- 20 Special Guest Tickets
- 20 General Admission Tickets
- 1 Parking Pass for the Conference Centre Lot
- 1 Identification Lanyard

Please distribute your tickets to your guests.

All guests must have either a General Admission ticket or Special Guest ticket to enter the event.

New this year: We are selling a limited number of VIP tickets that include access to the Special Guest area.

**Please note: there will not be a list of guests this year, so all attendees invited by council must have a ticket.*

Council Packets



Questions?