



Taste Addison Preview
February 7, 2019



Dates and Times:

Friday, May 31	6pm – 11pm
Saturday, June 1	11am – 11pm
Sunday, June 2	11am – 6pm

General Information

Tickets:

General Admission
(Valid Friday or Saturday)

\$15 – Ages 13+

\$5 – Ages 6-12

Free – Ages 0-5

Sunday Admission
Free

VIP Weekend Pass
\$80



Entertainment

Budweiser Main Stage

- Friday: Country
- Saturday: Pop/Rock
- Sunday: Tribute & Special Feature

CBS 11 Family Stage

- Family-focused music, dance and specialty acts

Albertsons Tom Thumb Culinary Stage

- Chef Demonstrations
- Evening music and comedy



Activities



CBS 11 Family Fun Zone

- Stage performances
- Complimentary games & activities
- Adjoins the Talley Amusement Carnival

Marketplace

- Dozens of culinary vendors and artisans

CBS 11 Tasting Room

- Complimentary craft beer and wine samples
- Specialty food vendors
- Chef demonstrations

Taste Gardens

- Interactive attractions for all ages

Restaurants



An invitation to participate was sent to all Addison restaurants on January 28. There are several ways for them to be a part of Taste Addison:

- Standard 3-Day Booth
- Chef Demonstration
- Daily Bite – A new concept featuring different restaurants each day.

Restaurants

New Payment System

All food and beverage vendors will utilize a point-of-sale payment system, allowing attendees to pay directly at each booth. Vendors will accept the following forms of payment:

- Cash
- Credit/Debit Card
- Tasty Bucks
- Taste Bite Vouchers (packages)



Media Coverage

- Print, radio & TV partnerships
- Featured on-air media leading up to the event
- Blogger and influencer outreach
- Restaurant Competition
 - Challenge restaurants to submit a dish within defined theme
 - Media event to announce winners



Questions?