Georgia FOOD +WINE FESTIVAL

savor THE FLAVORS

PRESENTED BY GEORGIA grown







food, drink, music & more!

April 1-4, 2027

JIM R. MILLER PARK,
MARIETTA, GEORGIA

GEORGIAFOODANDWINEFESTIVAL.COM

2027 PARTNER INFORMATION



ABOUT

the georgia food + wine festival

The Georgia Food + Wine Festival presented by Georgia Grown will celebrate the best of Georgia and the South, from its culinary superstars and beverage experts, to farmers, artisans, live musicians and more.

A variety of events for all taste buds include the legendary barbecue event, “Fired-Up” an all-inclusive, food and drink tasting event and featuring a whole hog pickin’ from Rodney Scott’s BBQ. Saturday’s main event, “Savor the Flavors” offers hundreds of unlimited beer, wine and spirits tastings, two Georgia Celebrity Chef Stages, Publix VIP Lounge, Cigar Lounge, artisans, and live music. “Sunday/Funday” is the budget friendly and family-friendly day, with FREE Kids Zone, Publix VIP Lounge, Cigar Lounge, and more.

We are so excited to partner again with Georgia Grown as our Title Sponsor for the 2027 Georgia Food + Wine Festival!!! This amazing organization brings so much to the table, and we are beyond excited to partner with them and spotlight the many facets of how they support Georgia agribusinesses.

Georgia Grown will be showcasing their members in numerous ways at the festival, including:
The Georgia Grown Member Village and The Georgia Grown Culinary Demo Stage.

We will be featuring SafePath Children's Advocacy Center as our charitable partner and there will be opportunities to support this great organization throughout the weekend. Savor the Flavors!







TOP METROPOLITAN
travelers

Strong markets for the 2027 Georgia Food + Wine Festival will be the Southeast US, especially surrounding states, including the entire state of Georgia, North Carolina, Alabama, Tennessee, Florida. Northeast and Midwest direct flight markets from the eastern and mid-Atlantic corridor states will be strong markets for the festival, including international travel from Canada as well.

OUR
visiting guests & attendees

The festival expects to attract 7,500—10,000 guests
68% Female | 32% Male

73% Between the ages of 30-70
65% of attendees are married

63% with Bachelor's Degree or higher

50% of attendees with annual income of $90K and higher
50% of guests will be using a hotel during their stay

ATLANTA'S
sweet spot

The festival takes place in Marietta, Georgia in Cobb County, at the centrally located Jim R. Miller Park which is minutes from The Battery Atlanta and Truist Park, just off I-75 and Windy Hill Road.

Cobb County is nestled into North Atlanta and extends further northward to include charming cities, lakes, mountains, and miles of trails. Guests can enjoy the festival's events and also experience the surrounding area's natural beauty, renowned restaurants, history, arts and entertainment. Cobb is the best place to stay and play in Atlanta.

MEDIA &
marketing

The festival will launch a multi-media campaign in the fall of 2026, partnering with local, regional and national traditional print and broadcast partners, along with non-traditional digital marketing efforts across various platforms and social media.

Marketing plans are already in place with the festival's Presenting Media Partner, the Marietta Daily Journal and mdjonline.com to reach over three million people, with over 20 million impressions in metro Atlanta and the southeast with festival ads, sweepstakes and ticket discount promotions.

The festival promotes its official partners in various promotions through its aggressive marketing and advertising campaigns.







*Schedule subject to change

SCHEDULE

SCHEDULE
of events

Thursday, April 1

NEW - "The Chef's Table Experience" Tickets $125

6:30 - 8:30 pm, Jim R. Miller Park, Marietta, GA

An exclusive, chef-driven dining event debuted at the 2026 festival. Designed for discerning food and wine enthusiasts, this VIP offering delivers an intimate, five-course, immersive dining journey where food, culture, lifestyle, and storytelling converge.

Unlike traditional tasting tents, ***The Chef's Table Experience*** is a thoughtfully curated, sit-down culinary theater. Guests are guided through a multi-course menu crafted by acclaimed chefs, each dish highlighting the finest Georgia-sourced ingredients and thoughtfully paired wines. Every course is presented with intention, offering insight into the inspiration, techniques, and regional influences behind the cuisine. Must be 21 and older.





Friday, April 2

"Fired-Up" - Tickets at gate $85

7:30 – 9:30 pm, Jim R. Miller Park, Marietta, GA

An evening celebrating everything grilled, smoked, barbecued and more. A wide variety of the best barbecue in the South: beef, pork, chicken, seafood and vegetarian dishes will be available to taste from some of Georgia and the South's most renowned Pitmasters and chefs. Join us for our Meat & Greet chef pairing demo. Enjoy live music, wine, beer and spirits tastings in a souvenir glass **– all inclusive event**, with food and drink included with admission ticket. Must be 21 and older.





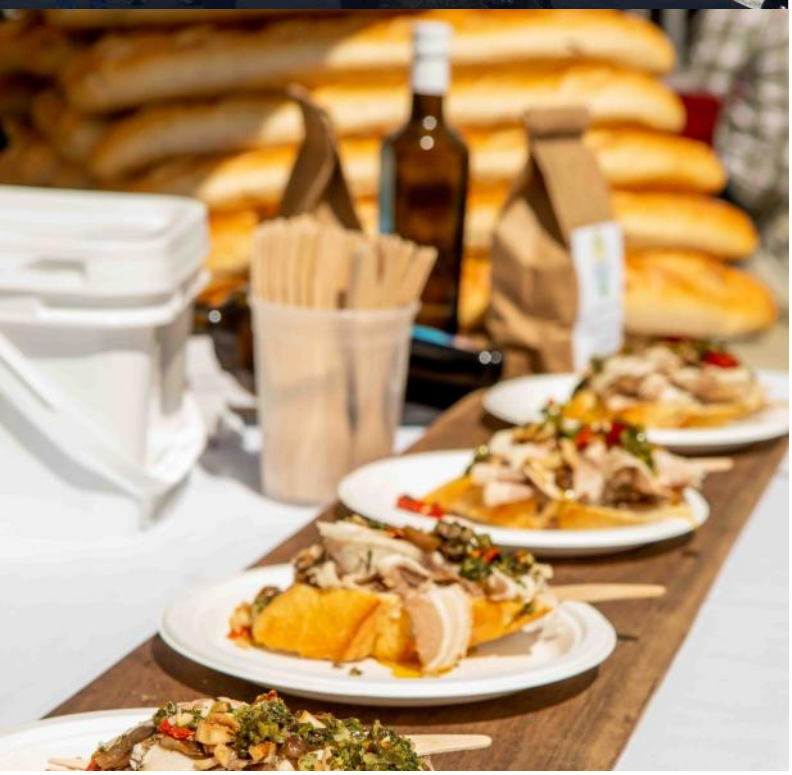
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Georgia FOOD +WINE FESTIVAL

Savor the Flavors







Saturday, April 3

"Savor the Flavors" - Tickets at gate $99
Georgia Food + Wine Festival
1 – 4 pm, Jim R. Miller Park, Marietta, GA

An unbelievable afternoon of sumptuous food and drink, with some of Georgia's best chefs, restaurants and more offering a variety of delicious bites. Hundreds of varietals of beverages for tastings, with a souvenir wine glass – including wine, beer and spirits. **Tickets include unlimited beverage tastings.** Samples from the culinary and beverage tasting stages will be available for the first 50 people seated in attendance at the Georgia Grown and Celebrity Chef Demo Stages. Several live music stages will be located throughout the festival. The popular Cigar Lounge will be available to chill and soak up the vibe. Your ticket includes $10 in culinary tokens for gourmet bites and plates from a variety of restaurants, and specialty food companies. Additional culinary credits will be available for purchase. An artisan market with an assortment of unique items will be showcased, from food products to artwork, and more. Must be 21 and older.

"Publix VIP Lounge" at Savor the Flavors - Tickets at gate $165
12 – 4 pm, Jim R. Miller Park, Marietta, GA (One Hour Early Admission)

An exclusive, catered VIP Lounge experience featuring Publix, with souvenir glassware, $10 in culinary tokens, elevated indoor restrooms, live music, open bars, early admission, and more. Must be 21 and older.

Sunday, April 4

"Sunday/Funday" presented by *Atlanta News First* - Tickets at gate $15

12 - 5 pm, Jim R. Miller Park, Marietta, GA

A fantastic festival finale with live music and a variety of delectable restaurants, farmers, artisans and food trucks. A family friendly event with something for everyone, including a free Kid's Zone. There will be a variety of adult beverages available for purchase, including beer, wine and cocktails. Each adult ticket includes $10 in culinary tokens.

"Sunday/Funday Publix VIP Lounge" - Tickets at gate $139

12 - 3 pm, Jim R. Miller Park, Marietta, GA

Spend the afternoon listening to live music and enjoying unlimited wine, beer and spirits with delicious fare. The Sunday/Funday VIP Lounge will feature catering by Publix, specialty drink stations including Mimosas, Champagne, and Bloody Mary Bar with a souvenir cup! Each adult VIP Lounge ticket includes $10 in culinary tokens to a variety of restaurants and food trucks at Sunday/Funday; VIP Lounge access. Must be 21 and older.













Georgia Food + Wine Festival

PRESENTED BY GEORGIA grown

Official Partners:

GEORGIA grown
Presenting

CARL BLACK KENNESAW
CHEVROLET BUICK GMC
Official Automotive

Official Grocery

A window of hope to a brighter tomorrow
SafePath
Official Charity

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