PEACHTREE CENTER
SUNDAY JULY 19, 2020
Benefitting PIGGY BANK
PeachFest is a Downtown Atlanta festival combining responsible agriculture, culinary and technology alongside the all-mighty Georgia peach.

PeachFest is an epic peach event for foodies and influencers, by connecting them to local farmers, chefs and culinary collaborators we support local agriculture and future farmers.

Limited to 1,200 guest and visitors, PeachFest is an ultra-luxury, all-inclusive food and drink experience.
COMMUNITY OF COMMUNITIES

Here is a chance to be front and center for thousands of believers in sustainability, and social responsibility. Together, we will meet new customers and engage with people who have a commitment to making the world a better place through eating and drinking.

Nothing is more important to small, family farmers than the community that surrounds them.
THE AUDIENCE
OUR FOURTH YEAR

1,200 FOLLOWERS

450,000+ ENGAGEMENTS

19,000 SUBSCRIBERS
27% HOSPITALITY & TRADE

1200 ATTENDEES
51% FEMALE / 49% MALE

HOUSEHOLD INCOMES OVER $145K ANNUALLY
OVER $30,000 RAISED FOR CHARITY

AFFLUENT, INFLUENTIAL, SUPPORTERS OF LOCAL AGRICULTURE
PeachFest supports the growth of family farms and producers in Georgia by inviting industry and city leaders, sponsors, regional and national media. We empower discussions between local chefs, residents, farmers, students and visitors.

We are a collaborative project filled with educational programming, sustainable initiatives and culinary experiences that help keep family farms in business.
Atlanta is the self-proclaimed capital of the South!
PeachFest sparks the conversation of living a vibrant lifestyle in historic Downtown Atlanta.
Food artisans, pastry chefs, barkeeps and sponsors fill the belly with inventive takes on classic peach dishes!
WATCH THE VIDEO
PEACHY PROGRAMMING

15+ Peach Varietals
60+ Local Chefs
30+ Farmers
20+ Artisans
20+ Barkeeps
2 Charities

Sponsors are invited to host:

Sustainable Seafood Bar
Peach & Live-Fire Chef & Cocktail Demos
The Peach Stand
Peach & Paleo Peachf Fermentations
Peach Punch Competition

Host a Music or Chef Stage
Pecan Stage, Blueberry Stage
EVENT FORMATTING

GEORGIA LOVES GOOD FOOD & SPONSORS

We encourage sponsored activations like:

PRE-DOORS
VIP Tastings in the Silent Auction Area
Cured Meats & Artisan Cheeses
Rose, Wines, Champagne & Bubbles

MAIN EVENT
Peach-infused Beverages, Spirits & N/A
Peach Desserts, Ice Cream Socials & Peach Pops
Froze Stations & Iced Down Deliciousness
Grilling, Pig Pickin’ & Butcher Demos
Sustainable Seafood Stations & Crudos
Peach-infused Beer & Ciders
Fermented & Where the Wild Things Grow

Everyone loves to collaborate! See someone, a chef or producer on the roster and you want PeachFest to make a play date, just ask!
PeachFest is will be held at Peachtree Center for a second year. Doors for VIP at 3PM, GA at 4PM, concludes at 7PM.

Downtown Atlanta’s iconic mixed-use development opens its beautifully plaza to more than 1,200 attendees and 70 food artisans, pastry chefs and barkeeps for the fourth annual peach-filled extravaganza.

PeachFest will be hosted at Peachtree Center in 2020 and 2021.

Welcome Home!
PEACHTREE CENTER is a mixed-use district located in Downtown Atlanta and home to 6500 tenants. Most of the structures that make up the district were designed by Atlanta architect John C. Portman, Jr.. A defining feature of the Peachtree Center is The Plaza & The HUB where events are hosted. Home to multiple hotels such as The Ritz-Carlton, Hyatt Regency, Marriott Marquis plus a network of icons including 191 Peachtree, Atlanta Convention & Visitors Bureau and events like Comic-Con and PeachFest. Peachtree Center has become a dedicated hotel-convention district and is served by the Peachtree Center MARTA station, providing access to rapid transit to the heart of the Downtown economy.
EXTEND AND ENGAGE

PeachFest covers national ground and addresses global issues, while engaging and extending our message in very powerful ways for our local economy.
**EVENT OPPORTUNITIES**

**Pre-Event Promotion**
- Inclusion in pre-event promotion
- Inclusion in event invitation
- Sponsored social posts on partner accounts

**On-Site Activation**
- Customized sponsorship experience
- Dedicated activation footprint
- Inclusion in event recap video
- Activation at dinner, workshop, or seminar

**Live Social Amplification**
- Influencer pairing, content creation
- On-site data collection
- Sponsored Instagram story with partners

**Event Hospitality**
- VIP access including table service
- General Admission tickets
- Tickets to dinners, tours & workshops

**Post-Event**
- Inclusion in virtual gift bag
- Inclusion in post-event PR and social recap

**Partner Media Amplification**
- Magazine & Digital print ad inclusion
- .com digital ads, content, email blasts
- Sponsored social content
PeachFest welcomes new, existing and emerging artists to take the stage through the lens of a notable record label. You are welcome to take the stage to feature key performances while offering attendees intimate opportunities to interact and engage with artists.

Over the last seven years, the downtown corridor has seen tremendous investment from athletes, actors and celebrities. PeachFest is an enormous opportunity to integrate your talent and goals.
Our evergreen content program will focus on grilling ideas, peach recipes and supporting sustainable agricultural with hope of building better food systems through education.

We will reach grilling communities through social media and build awareness for important issues and social impact movements.

Media, chefs and influencers will engage content filled with photos, recipes, videos, stories and narratives covering topics such as:

» Cooking with Peaches
» Culinary Innovation, Natural Foods & Fuel
» Plant Based Food Systems
» Food Trends & Seafood Sustainability
» Zero Waste
TASTE NETWORK is a celebrated culinary agency located in Atlanta, Georgia. The agency began in 2002 with a mission to promote niche producers behind the good food movement. Founded by Brady Lowe, his live-event portfolio educates chefs, media and consumers on the health benefits of eating safe and honestly raised food. By 2011, Taste Network reached 1 billion hits in the media across North America. By 2020, Taste Network still holds global partnerships with brands like 1 Hotels, Viceroy Hotels, Four Seasons, Rolls-Royce, Food & Wine, Andrew Zimmern, James Beard Foundation and Wines of Germany. Join them at Pantry & Provisions, a bodega-style lunch spot and speakeasy serving the historic core of downtown.
From tasting menus to receptions, notable chefs and creatives will lead your group into a culinary awakening.

**BUY-OUTS** The Pantry is perfect for workshops, cocktail labs, pop-ups & master-classes. Your content, our logistics.

**TURNKEY POP-UPS** The options are endless in your fully branded pop-up restaurant. We can execute chef-driven trade events during the day, multi-course, guest chef tasting menus at night or lively, tapas-inspired receptions with paired beverages for 30 people.

**A STUNNING VENUE** The Pantry has a 150 person indoor venue called the “Atrium” built in 1906. In total, we accommodate 180 people at full capacity when the historic Atrium is rented.

Our full-service creative team and restaurant can manage all the details including coordination with talent, travel costs, vendors, venue, décor, entry / exit strategy, rental, a/v, staffing, video and photographer.
AGENTs OF EDUCATION

Founder Brady Lowe, resides in Atlanta, born in Des Moines, Iowa

TASTE NETWORK is a company with a message: to eat and cook food that is safe, honest and delicious while preserving our culture and promoting our heritage.

OUR DYNAMIC PROGRAMMING and content speak to affluent consumers and trade. We put a mission front and center using an epic network of influencers who champion sustainability and social responsibility.

SPIRITS, WINE & MORE We love education! We love craft spirits and historic cocktails. We are wine collectors and story tellers.

OUR PLATFORMS ENGAGE people who are always learning about making the world a better place through eating and drinking.
We have been fortunate to work with the most innovative chefs, renowned sommeliers and barkeeps in North America. We hand-select the best personalities to match the vibe and together we create luxurious moments.

All participating chefs share one core value: they source products responsibly.
WE CREATE WITH THE BEST

2002-2020
OUR EVENTS

THE Pantry
Mags
GLOBAL
CÔTES DU RHÔNE FESTIVAL
COCHON555
5 CHEFS, 5 PIGS 5 WINEMAKERS
PHILADELPHIA
HERITAGE FIRE
14 CHEFS 14 CITIES
PUNCH KINGS
FISH HOUSE
MUSIC SERIES
PeachFest benefits Piggy Bank, a non-profit organization advancing agriculture, technology and hospitality through bespoke culinary experiences. The event begins with an ultra-VIP reception inside Piggy Bank’s silent-auction area (filled with gifts from chefs and sponsors) and we are honored to have you involved.

Brady Lowe
Funds raised support programming at Piggy Bank including the feeding, raising, gifting of heritage breed piglets to family farmers. Piggy Bank is also a safety net for those in the wake of a disaster (flood, fire and disease).

Piggy Bank’s goal is simple: to create a foundation that will ensure family farmers have resources to run successful businesses and clear a path for farmers to grow safe and honest food for generations of children and cooks to come.

Watch the video / Visit the Website
PeachFest attendees love living life, drinking large and eating amazing food - but not just any food.

We desire experiences and food from family farms, such as heirloom vegetables or heritage breed pigs that forage for most of their meals on open pastures or woodlots.

PeachFest focuses on helping ensure heritage breeds and heirloom varieties - many which are quite rare - are available to chefs and consumers who appreciate their dedication, purpose and passion.

PeachFest aligns with Piggy Bank’s mission to help establish new farmers by giving them better tools and together we are planting seeds to make sure we have farmers for the next generation.

Did you know? We are facing a silver tsunami in many businesses, including farming. With 90% of farmers in their 60s, who is going to take their place in 10 years?

Please allow us to introduce GrowAFarmer.
GROWAFARMER MISSION

» We need to be in front of the conversation and grow thousands of new farmers a year or we will lose safe food-ways and accessibility to diverse and independent sustainable agriculture.

» Our Goal is Simple: Create a foundation that will ensure we clear a path for young farmers to raise honest food for generations to come

» Grow a Farmer is a personalized fun interactive agriculture program that encourages children between the ages of 7-11 to start growing food at home and reinvent the future of our farming industry for generations to come.

CLICK TO LEARN MORE
CONTACT US
Programming & Development

Brady Lowe - Director
Taste Network
brady@tastenetwork.com

Valeria Cox - Project Manager
Taste Network
val@tastenetwork.com