

Taste of East Cobb 2012 – FAQ's



What is *Taste of East Cobb*?

Now in its seventh year, *Taste of East Cobb* is a premier outdoor food festival and community event for tasters of all ages, and has become a favorite annual tradition of area residents. The festival is held each year on the first Saturday in May and showcases the area's finest restaurants. *Taste of East Cobb* is packed full of great food and plenty to see and do, and offers attendees as well as participating restaurants, vendors and sponsors the best value for your dollar of any of the "taste" events in the Atlanta metropolitan area.

The *Taste of East Cobb* experience includes:

- A delicious variety of menu items from more than 30 of the area's finest restaurants.
- A Kid's Zone with huge moonwalk inflatables and fun hands-on activities, including sand art, spin art and face painting!
- Great live entertainment, featuring performances by Walton High School's jazz bands.
- Unique products and services offered by over 30 area vendors.
- A raffle and a silent auction of valuable merchandise.
- The "*Best of Taste of East Cobb*" voting competition.
- And much more!

When is the next *Taste of East Cobb*?

Taste of East Cobb 2012 will be held on **Saturday, May 5, 2012**, from **11:00 am – 5:00 pm**, at [Merchant's Walk](#) shopping center, at the intersection of Johnson Ferry Road and Roswell Road (GA Hwy 120), in the heart of east Cobb County.

How much does it cost to attend *Taste of East Cobb*?

Admission to the festival is FREE! Individual *Taste* tickets cost only \$1.00, and all restaurants' menu items are offered at only 1 to 5 *Taste* tickets per serving!

Where can I purchase *Taste* tickets?

Taste tickets can be purchased in advance from Walton High School Band students or on-line at this Website, or on the day of the event for cash (only) at the festival.

Are there ATMs at *Taste of East Cobb*?

Yes. There are several ATM's located adjacent to the event site.

Are pets permitted at *Taste of East Cobb*?

Yes.

How many people are expected to attend *Taste of East Cobb* in 2012?

Last year we had 15,000+ people attend *Taste of East Cobb*. We are expecting an even larger crowd in 2012!

How many restaurants will be participating at *Taste of East Cobb*?

We expect to have 30 of the area's [top restaurants](#) showcasing their best dishes.

Should my restaurant participate in *Taste of East Cobb*?

Yes! For a very low entry fee, you will have the chance to expose your restaurant's most delicious menu items to a huge crowd of people who spent over \$45,000 on food and drinks at the 2011 festival. Please email Tim Willingham at trwham@alum.emory.edu for more information.

Besides great food, what else is at *Taste of East Cobb*?

Lots! We will have all day entertainment featuring the Walton High School Jazz Bands; kids-friendly fun activities in the Kids Zone; a silent auction and raffle of valuable items; a variety of products and services offered by over 30 [local vendors](#); and much more!

Should my company apply to be a vendor at *Taste of East Cobb*?

Yes! For a very low entry fee, you can offer your products and services and promote your business to the thousands of festival attendees, most who live in east Cobb County's affluent 30062, 30067 and 30068 zip codes. Please email Lara Rodgers at squeakrodgers@bellsouth.net for more information.

Who is the organizer of *Taste of East Cobb*?

[WBOP](#), the Walton High School Band booster club, a 501(c)(3) not-for-profit organization, is the producer of *Taste of East Cobb*. All proceeds from the annual festival directly benefits the outstanding and award winning [band program at Walton High School](#), which is one of Georgia's premier public high schools.

Should my company be a corporate sponsor of *Taste of East Cobb*?

Yes! As a participating [corporate sponsor](#), your brand will be in front of thousands of upscale consumers from east Cobb County, Georgia, and the surrounding area. *Taste of East Cobb*'s target market is the estimated population of 395,000 currently living within a 7-mile radius of the event site, with an average age of 37.1 years and an estimated average annual household income of \$115,000. Your company can be part of *Taste of East Cobb*'s extensive marketing and public relations campaign, providing a perfect environment to promote your brand and business to the thousands of festival attendees. Also your company's sponsorship will directly benefit the award winning band program at Walton High School! *Taste of East Cobb* offers a range of [corporate sponsorship packages](#) to best fit your company's marketing objectives and promotional budget – please email Alan Abrams at alanrbrams@mindspring.com for more information.

Come to *Taste of East Cobb* for the best food and entertainment value this side of the Big Chicken!

On May 5th, the *Most Delicious Saturday of 2012!*

Taste of East Cobb – A Must Eat Event!