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FOR IMMEDIATE RELEASE

Tasty Adventures and Dining Delights in Alpharetta, Georgia

ALPHARETTA, GA (January – February 2011) - Ah, winter. The days are shorter, the air is brisk and you and your family crave hearty and delicious meals that will chase away the chill. Just south of the North Georgia Mountains and only 22 miles north of Atlanta is Alpharetta, Georgia, offering over 150 dining options representing every cuisine imaginable and the only Publix Apron's Cooking School in the state. So whether you're hungry for a hands-on culinary experience or simply a tasty meal, we welcome you to come and experience it all!

For starters, Alpharetta offers a multitude of ethnic foods representing the diverse cultures that call our city home. From authentic Mexican dishes at Pure Taqueria (puretaqueria.com) to meze and belly dancers at Café Efendi (cafeefendi.com), hot pressed Cuban sandwiches at Mambo's (mambos-cafe.com) to Spicy Basil Chicken at Lime Juice Thai (limejuicethaibistro.com), there are lots of upscale options for those interested in more than just the traditional fare.

If innovative dishes are more your cup of tea, Alpharetta has lots of great choices that would fit the bill. At Vinny's on Windward (knowwheretogogh.com) you can grab a table near the open kitchen and watch creative chefs prepare your meal. Try the Veal Meatball Gnocci with tomatoes, spinach and Asiago cream which is stick-to-your-ribs good. Ray's Killer Creek (raysrestaurants.com) offers seasonal three course dinners using the freshest product available with suggested wine pairings for each course. If the kids are along, stop in Smokejack (smokejackbbq.com) where traditional and contemporary flavors are merged to showcase the best of American home-style cooking. Parents will love the BBQ-Glazed Grilled Salmon while the kids will devour the Slow and Low Pork Sliders.

Looking for deliciously dead-on desserts? Take a sweet treats tour through Alpharetta! Try the Coca-Cola Cake at 52 Bistro (52bistro.com), the Passion Fruit Berry Trifle at Atlantic Seafood (atlanticseafoodco.com) or the Chocolate and Vanilla Puzzle Cake at Akina Sushi & Grill, sure to satisfy any sweet tooth. If you prefer your treats bite-sized, the signature truffles at Schokolad

(schokolad.com) are handmade on the premises daily, or sample the fresh strawberries dipped in chocolate at Godiva (godiva.com). Stop by Vino 100 (tinderboxvino100atl.com) for a great dessert wine or sample a variety of wines at one of their regularly scheduled tasting events.

If preparing the meal is more your style, take a class at Publix Apron's Cooking School (publix.com/aprons). Learn from the professionals at one of their Celebrity Chef classes featuring names like Lauren Chattman, author of "Cookie Swap" and Jose Garces, winner of "The Next Iron Chef". For the younger set, kids 8 to 12 can learn basic cooking techniques and good safety habits while teens can learn to make well-rounded, easy to prepare meals.

After you've dined your way around town, retire in style at one of Alpharetta's 23 upscale - yet affordable - hotels, many offering culinary packages and complimentary breakfast. From comfortable and relaxed family-friendly accommodations to beautifully appointed suites with luxurious signature beds, we have every option available to make your stay here a scrumptious one. A refreshing dip in an indoor pool, a book in a cozy corner or a glass of wine in the lobby café – all combined with warm and hospitable service - will make you feel right at home at the end of a busy day. Visit www.awesomealpharetta.com to select your perfect hotel and then book your reservation directly from our website. It doesn't get much easier than that.

But, to help make planning a trip *even easier*, the Alpharetta CVB is giving away a hotel stay at Staybridge Suites, a cooking class at Publix Apron's Cooking School, dinner for two at Ray's Killer Creek, a bottle of wine from Vino 100 and yummy, freshly made chocolates from Schokolad! Register to win at awesomealpharetta.com or stop by the Downtown Alpharetta Welcome Center located at 178 South Main Street and pick up an entry form, maps, brochures, visitors guide and a calendar of events. The contest runs from January through February with the winning entry drawn on March 1.

And while you're making plans, mark your calendar for Alpharetta's 21st Annual Taste of Alpharetta, May 12, 2011. More than 60 restaurants will be on hand offering samples of award-winning dishes. Musical performances, a Kids Fun Zone and cooking competitions round out this evening, which brings together more than 50,000 friends, families and food connoisseurs from around the region. Call the Alpharetta Convention and Visitors Bureau at (800) 294-0923 or visit awesomealpharetta.com for more details.

FACT SHEET

ALPHARETTA, GEORGIA

Alpharetta, Georgia - one of the South's most progressive and affluent communities - offers an array of amenities and services. Located just 22 miles north of Atlanta, Alpharetta is a vibrant community with 23 modern hotels; dining choices for any palate or pocketbook; and more than 100 retail establishments. With its mild climate as the catalyst, outdoor recreation is the key to enjoying the many golf courses, equestrian events or family activities in one of the city's many parks. Alpharetta has been named a "City of Excellence" by the Georgia Municipal Association and *Georgia Trend* magazine. For more information, visit awesomealpharetta.com.

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High Resolution Images Available

ALPHARETTA'S TOP EVENTS – SPRING 2011

Alpharetta Arts StreetFest

Presenting the work of artists from throughout the U.S., Arts StreetFest is a yearly celebration of the arts in Alpharetta. This colorful festival features fine art, original crafts, children's activities, live performances and musical entertainment.

Milton Avenue, Downtown Alpharetta

April 16-17, 10 a.m. to 6 p.m.

The Taste of Alpharetta

Sample delicious appetizers, entrees and desserts from over 60 restaurants; experience chef competitions, culinary demonstrations and exhibits; enjoy live music, an artist market and a Kids Zone – all at the largest "Taste of" festival in the south.

Old Milton Parkway at Wills Park

May 12, 5 p.m. to 10 p.m.

Alpharetta Mayor's Challenge

Join the Alpharetta Rotary Club and the City of Alpharetta in this Peachtree qualifier for the serious runner and Fun Run/Walk for the whole family.

Old Milton Parkway at Wills Park Pool

May 14, 7:15 a.m.

Watch for our Awesome Alpharetta Spring Promotion – Coming March 2011!