

# GEORGIA PEACH FEST 17'

LET'S GET STARTED



Benefitting

PIGGY BANK



# GEORGIA PEACH FEST

[peachfest.org](http://peachfest.org) / [peachfest2017.com](http://peachfest2017.com) / [peachfest2018.com](http://peachfest2018.com) / [georgiapeachfest.com](http://georgiapeachfest.com)

PEACHFEST is an initiative to combine Responsible Agriculture, Culinary, and Hospitality alongside the traditional recipes and modern chef preparations of Georgia-grown peaches and heritage breed pigs.

Georgia is known as "The Peach State" because of its reputation for producing the highest quality fruit - recognized for their superior flavor, texture, appearance and nutritious qualities.

Pulling the focus towards a celebration of local, PEACHFEST is a weekend filled with the participation of various well-known chefs 'programmed' throughout a series of rare tastes and culinary experiences. The goal is to create an annual festival that enriches our Downtown Atlanta community while giving back to local and national charities.



# PEACH FEST

## The Festival of Peaches

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The First, Responsible, Festival Celebrating Our Georgia Heritage.

Finally, a hyper-local food festival comes to Downtown Atlanta all in the name of promoting Georgia food culture. Celebrated winemakers, distillers, chefs, farmers, brewers, bartenders - some of the city's biggest hospitality talents will take guests on a journey that is both delicious and inspiring. At the heart of the events lies a culinary initiative to educated guests on different species of peaches and pigs raised by family farmers in Georgia.

The event will include two satellite beverage competitions. "PeachBuzz" pits the nation's top brewer's against one another in a quest to find the best peach fermented beer. Additionally, "PeachCask" will challenge a group of the city's top barkeeps to create the best bourbon cocktail infused with peach.



# PEACH FEST

## The Weekend

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Sunday, August 13th, 3-7:30 pm / Broad Street NW and Poplar Street NW

- 1 Location
- 2 Keynote Speakers
- 20+ Local Chefs
- 10+ Local Barkeeps
- 30+ National Brewers
- 30 Celebrity Judges

### ***Chef Programming / Celebrating The Pig'N'Peaches***

20+ top chefs celebrate local peach varieties and heritage breed pigs through cooking for charity.

### ***Brandable Guest Experiences include:***

- "Peach Pastry Showcase" Heritage Lard Pastry
- "PeachBuzz" National Beer Contest + Call for Entries
- "PeachCask" Barkeep Contest featuring Bourbon
- "PeachCrudo" Peche, Crudo & Lard Bar
- "PeachFlats" Wood-Fired Pizza Showcase
- "PFT" Peach, Foie & Truffles Experience
- "GetPicked" Pickled Peach Bar
- "PeachQ" Smokey Farm Raised Meats



# THE PEACH AWARD

## Call for Entries - National "Peach Beer" Award

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IF YOU HAVE THE BEST PEACH BEER, YOU SHOULD HAVE A TROPHY TOO

Calling on all brewers to submit a beer in hopes of winning the 2017 Peach Award! The winning beer can be your face of marketing and promotional materials, including web and social media for the 2017/18 calendar year. You and your beer will be recognized through a media release and other media opportunities, plus \$5,000 awarded to Piggy Bank, in your name!

**Entry Period:** The 2017 entry period will open May 15th, 2017. Judging Samples are due for arrival by August 7th.

**Entering your Product:** The entry process was designed to be as simple as possible, and involves filling out the online entry form, and mailing in Judging Samples of your entry before August 7th. The Judging will be held August 12th. To begin, use the short online entry form. The entry form requires basic company information and you will receive all further updates about your entry status via email.

**Sign Up Here - [http://bit.ly/2017PeachBeerAward\\_EntryForm](http://bit.ly/2017PeachBeerAward_EntryForm)**



# THE PEACH AWARD

## Eligibility + Beer Entry Rules

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IN ORDER TO BE ELIGIBLE FOR A PEACH AWARD, BEER ENTRIES MUST BE:

- Made in the USA with real Peach or real Peach purees (not extracts).
- Made by a brewery that engages with its community by participating in sustainably-minded activities.
- Made by a brewery that engages in waste reduction, recycling or other container-related sustainability measures.

### *Judging Samples Rules:*

- Entries please send a minimum of [1] case (24 12-oz cans/bottles, 12 750ml bottles, etc.).
- Shipping information for the 2017 "Peach Award" will be sent via email to all entrants.
- Shipping and product costs for entries to be covered by entrant.
- Judging Samples are not for public consumption.

*[Click here for Complete Rules & Fine Print](#)*

*Sponsorships for sampling are still available*



# PEACH FEST

## Cultural Value

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As the self-proclaimed capital of the South, Atlanta continues to be a dominant force in the national food scene, PEACHFEST will bring key impactful chefs from around the region to spark the conversation of living a vibrant lifestyle in historic Downtown Atlanta.

PEACHFEST is a non-profit festival dedicated to charity. The festival will support the growth of family farms and producers in Georgia and beyond. By inviting leading industry players, sponsors, regional and national media and local gastronomes, we will empower the liaison between local influencers, property owners, employees, residents, students and visitors.

We expect to sparkle collaborative projects that can benefit our youth with a safer, more delicious food system.



# PEACH FEST

## Your Hosts

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PIGGY BANK / THE PANTRY / FLATIRONCITY / **AND YOU!**

Piggy Bank will join forces with regional and national co-chairs to bring this amazing culinary weekend to Downtown Atlanta for years to come.

### *Our Goals include:*

- To provide a new angle for the neighborhood
- To cater and develop a new audience
- To celebrate Georgia's spirit and best farmers
- To create an authentic dialogue between locals
- To discover a new Downtown Experience

### *Daily Activities include:*

- Education through Consumption & Celebration
- Agri-Tourism through Local Producers & Media
- Reputable Sponsors & Brand Ambassadors



# PEACH FEST

## **Piggy Bank - Event Producer**

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The proceeds will help put new family farms in business.

The proceeds will benefit Piggy Bank, a Missouri farm-in-the-making that will help launch new family farms by providing heritage breed piglets and access to business plans. Additionally, Piggy Bank will offer a safety net to farmers in the wake of a disaster and provide piglets to culinary schools for education purposes.

By offering farmers access to a powerful database of business plans and network of farmers without restrictions, Piggy Bank promotes a movement of Open Access Agriculture (OAA). The goal is simple: to create a foundation that will ensure family farmers have resources to run successful businesses which will clear a path for new farmers to raise safe and honest food for generations of children and cooks to come.



# PEACH FEST

## The Pantry - Culinary Director

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Safe & Honest Cheeses, Meat, Breads in Downtown Atlanta

The Pantry is a for-good restaurant proudly supporting honest, responsible food producers located in the atrium of the Healey building in downtown Atlanta.

The menu is small, diverse and seasonal featuring chef-prepared breakfast and perfectly executed lunch offerings. In addition to the made-to-order menu, the retail market will sell artisan bread, meat, produce, cheese, pickles and charcuterie. A percentage of gross sales will benefit charity while select sandwiches will additionally donate a dollar per sale to charity.

***The team behind The Pantry are notable agents of the honest culinary movement on a national level. Through their network of 2,000+ top chefs from coast to coast, the event will rise Downtown Atlanta to the national conversation in years to come.***



# PEACH FEST

## FlatironCity - Official Host

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Atlanta's oldest skyscraper meets today's leading innovators.

The Flatiron Building, was completed in 1897 and is located in downtown Atlanta, Georgia, on the wedge-shaped block between Peachtree Street NE, Poplar Street NW and Broad Street NW.

As the Official Host of PEACHFEST, FlatironCity has flexibility to help grow the street-level festival under the tree canopy on Broad Street. The three-sided historic tower has been re-imagined as nextgen office space and incubator for start-up business complete with Microsoft Innovation Center and cutting-edge technology. From event space, to conference rooms, and private suites - there will be plenty of space to settle in and make FlatironCity our new home.

***The Flatiron building is protected by the city as a historic building in the Fairlie-Poplar district of downtown, and is listed in the National Register of Historic Places.***



# PEACH FEST

## Sponsorship Breakdown

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### ***PRESENTING SPONSOR***

"title partner of event"  
exclusivity, customized | maximum benefits  
Starting at \$25,000+

### ***DIAMOND EXCLUSIVE***

"official partner of event"  
brandable experiences | turn-key options  
Starting at \$10,000+

### ***GOLD SPONSOR***

fully-branded experience, press release shoutouts  
customized benefits, turn-key opportunities  
Starting at \$7,500

### ***SILVER SPONSOR***

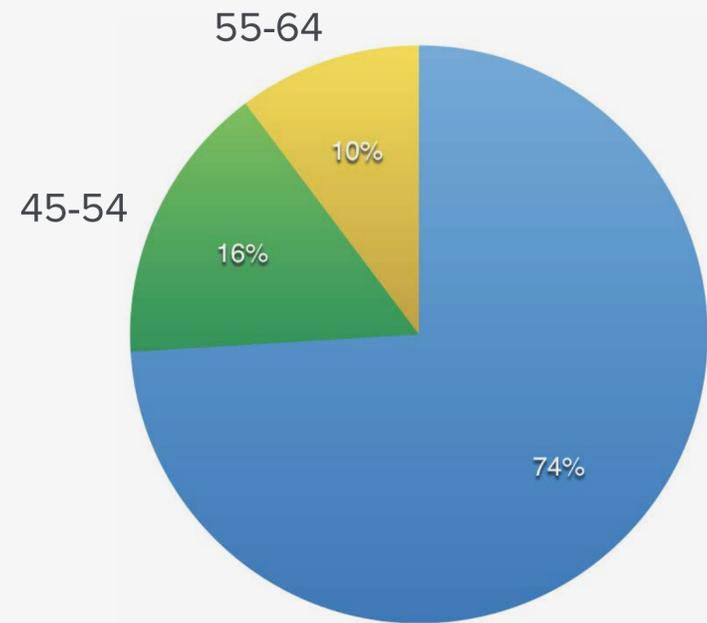
things found in kitchens, behind a bar, in retail  
turn-key options, non-exclusive  
Starting at \$2,500

# DEMOGRAPHICS

The event will draw a powerful blend of consumers and content creators, a majority of which are millennials obsessed with social media and lifestyle experiences. Unique among all food festivals, our database reaches hundreds of industry opinion-shapers and influencers that come to share in the community whether or not they are part of the event. This means sponsors can directly reach notable restaurateurs and bar owners, celebrity chefs, sommeliers, barkeepers, suppliers, and food retail owners.

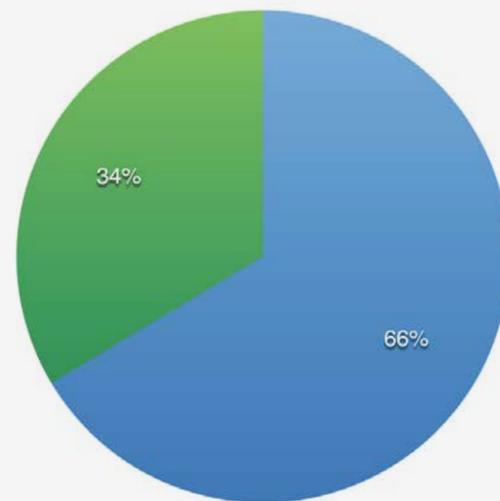
## THE DATABASE

74% Millennials - who will pay more for a product or service to support a cause



Household Incomes  
\$135K+ Annually

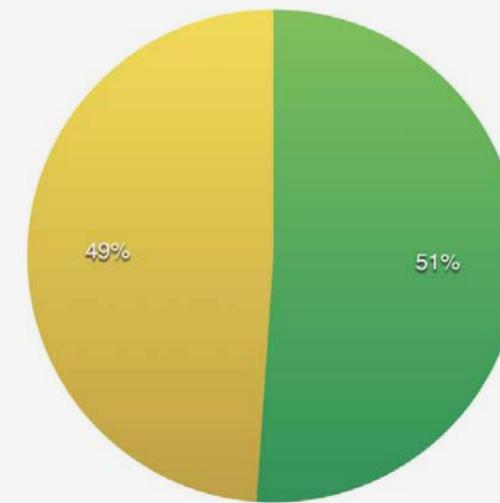
34% VIP / 66% GA  
TICKETS ARE \$100 VIP / \$55 GA



## OPINION SHAPERS AND INFLUENCERS

From the kitchen to the dining room tables, ours is a dedicated crowd that creates and leads trends, and doesn't merely follow them.

49% Industry / 50% Consumer  
1000 People Annually



Loyal, Affluent, Educated, Influential  
Supporters of Local Agriculture