

THE HEADLINE

The Year the World Watched Atlanta.

PeachFest 2026 — Year 12 — brought 1,140 curated guests, 50 of the city's best chefs and bartenders, and two live, fruit-bearing peach orchards to Underground Atlanta during World Cup summer. It earned more than double the media value of 2025. This report summarizes what your partnership built, for internal reporting and proof of participation.

\$4.32M

EARNED MEDIA VALUE

296.45M

TOTAL AUDIENCE REACH

1,140

GUESTS ATTENDED

235

MEDIA MENTIONS

35

INFLUENCER AFFILIATES

10

ATLANTA MEDIA PARTNERS

Year-Over-Year: Earned Media More Than Doubled.

2025

\$2.04M

→

2026

\$4.32M**▲ 112%**

Source: Critical Mention media monitoring, May 1 – July 21, 2026, compiled by TobinInk. Figures are preliminary — social mention and editorial placement totals still being finalized. Earned media reflects coverage the festival generated, not paid placement.

The Setting

Pearson Farm and Atlanta Way 2.0 planted **two live, fruit-bearing peach orchards** in the heart of downtown — a first in Atlanta history. The festival ran beneath the canopy at Underground Atlanta, 3–7pm, anchored by three signature experiences: **The Fireside Chat** conversation series, the **Peach Pit Invitational** \$1,000 bartender competition, and the **Spanglish Cocina & Peach Omakase** pop-up with Monti Carlo, Hector Santiago, Jose Mendin, and Julio Delgado.



THE AUDIENCE

1,140 Guests. A Room Built, Not Bought.

Of the 1,140 guests at Underground Atlanta, **47% arrived as invited guests of sponsors, partners, and chefs** — the curated layer that put partner brands next to the people who run Atlanta's kitchens, agencies, and companies. The other **53% were ticket buyers** drawn from Taste Network's in-market database of 28,000+ — twelve years of food-first Atlantans spanning the full range of the city's communities and cultures.

47% partner & chef guests

53% ticket buyers

Attendance mix, PeachFest 2026

The room included the talent itself — chefs whose restaurants have landed on the **World's 50 Best** and **North America's best** lists, the up-and-comers chasing them, kitchens dedicated to saving our oceans, and the food champions who grow and support local agriculture in Atlanta.

28,000+

TASTE NETWORK IN-MARKET
DATABASE

450K+

UNDERGROUND ATLANTA
SUBSCRIBER BASE

35

INFLUENCER AFFILIATES ON
THE GROUND

50

CHEFS & BARTENDERS,
EACH WITH THEIR OWN
AUDIENCE

THE COVERAGE

On Every Screen in Atlanta.

FOX5 · GOOD DAY ATLANTA

Paul Milliken broadcast live from Underground Atlanta — a full morning of segments previewing the festival.

11ALIVE · STREAMING NETWORK

Chef Hector Santiago's Spanglish Cocina interview — 2.8 million reach, the festival's TV audience leader.

WANF · ATLANTA NEWS FIRST

"Peach Trees on Peachtree" coverage — the June 22 story and Facebook post alone reached 734.8K people.

PRINT & DIGITAL

The Atlanta Journal-Constitution, Rough Draft Atlanta, and JAMES Magazine — with the JAMES interview distributed across its CEO newsletter network.

Atlanta Magazine

Atlanta Way 2.0

Butter.ATL

Global Atlanta

GPB

JAMES Magazine

Rough Draft Atlanta

The Atlanta Voice

WABE 90.1

Yelp

Ten Atlanta media partners promoted the festival through newsletters, calendar posts, social media, digital display, broadcast mentions, and ticket giveaways.

WHO THEY WERE

Audience Composition

- **Corporate executives & founders** — C-suite, agency owners, and company leaders from Atlanta's top firms
- **Culinary & hospitality professionals** — chefs, restaurateurs, F&B buyers, and beverage directors
- **Media, press & content creators** — TV personalities, journalists, and food influencers with platforms of their own
- **Brand & marketing decision-makers** — sponsorship directors, marketing VPs, and tastemakers
- **Affluent food enthusiasts** — engaged consumers and international visitors during World Cup summer
- **Agricultural & sustainability champions** — farm-to-table advocates aligned with PeachFest's founding mission

COMMUNITY IMPACT

100% of Silent Auction Proceeds Benefited Charity.

PeachFest 2026's silent auction benefited **CURE Childhood Cancer**, one of Atlanta's most respected pediatric cancer research charities — supported by PeachFest since year one — and **Piggy Bank**, a nonprofit supporting small and sustainable farms across the country.

VIDEOS, PHOTOS & THE FULL RECAP

Everything You Need, in Three Links.

- **The Videos** — all 12 official recap films (16:9 + 9:16), in one Dropbox folder, no sign-in needed: **Open the Video Folder** →
- **The Photos** — 881 festival photos by Max Flatow, free to browse and download on Flickr: **flic.kr/s/aHBqjD1mW2**
- **The Full Recap** — the numbers, films, press clips, and gallery, all in one place: **peachfest.netlify.app/recap-2026**

Please credit @BradyLowe75 · @TasteNetwork · @ATLpeachfest when sharing.



PROOF OF PARTICIPATION

Taste Network confirms that the organization named below participated as an official sponsor or partner of **PeachFest 2026 (Year 12)**, held **July 12, 2026 at Underground Atlanta, 50 Upper Alabama St., Atlanta, GA 30303** — an event that welcomed 1,140 guests and generated \$4.32M in earned media value (Critical Mention, May 1 – July 21, 2026).

SPONSOR / PARTNER ORGANIZATION

DATE

Brady Lowe — Founder, Taste Network · Producer, PeachFest

CONTACTS

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Year 13 is already in motion. To reserve your place at PeachFest 2027, start at **peachfest.netlify.app/peachfest_sponsor**.