

FOOD LION TASTE of Charlotte



JUNE 6, 7, & 8 2025

MEET



CHARLOTTE'S LARGEST OUTDOOR FESTIVAL IN UPTOWN CHARLOTTE

THE TASTE OF CHARLOTTE HAS BECOME ONE OF THE LARGEST AND MOST ANTICIPATED EVENTS IN THE AREA CELEBRATING THE BEST OF WHAT CHARLOTTE HAS TO OFFER! THE THREE-DAY FOOD FESTIVAL HAS AN ATTENDANCE TREND OF 100,000+ ANNUAL VISITORS.

EVENT DETAILS

LOCATED IN THE HEART OF UPTOWN CHARLOTTE, 2025 WILL BE THE 26TH YEAR OF THE TASTE EVENT! TASTE OF CHARLOTTE HAS BECOME A GREAT MARKETING OUTLET FOR LOCAL BUSINESSES, MOBILE MARKETERS AND NATIONAL BRANDS.

LOCATION

TRYON STREET IN UPTOWN CHARLOTTE

DATES

FRIDAY, JUNE 6TH, 11:00AM - 11:00PM
SATURDAY, JUNE 7TH, 11:00AM - 11:00PM
SUNDAY, JUNE 8TH, 11:00AM - 6:00PM

EVENT ATTRACTIONS

ENTERTAINMENT STAGE: Free live music concerts and local acts
FOOD: Area restaurants presenting over 80 different dishes
BEST OF TASTE: Awards won by the best tasting menu items.
TAVERN AT THE TASTE: Have a drink, be entertained and relax
WINE CELLAR: Wine tastings paired with comraderies
MARKETPLACE: Boutique style shopping
FAMILY ACTIVITIES: kid fun for all ages
DEMO KITCHEN: recipes and samples
BLOCK TAKEOVER: represent your business on the festival map

EAT DRINK



Best
of the
Taste
Awards

Presented by
Gordon
FOOD SERVICE

Hosted by



2025 Sponsorship | tasteofcharlotte.com



Festival Title

"Your business name Taste of Charlotte" festival. When Taste of Charlotte is mentioned, title sponsors are too! The partnership is synonymous with the brand of the entire festival.

Block Takeover

Take over 1 of the 5 blocks on the Festival Map. Creative ways to plan entrance/exit points, as well as multiple branding spots throughout your block.

Restaurant

Showcase 3 of your best menu items to festival tasters, while bringing awareness to you location, brand, and flavor.

Partner

Bring brand awareness to your business, product, or company by hosting a space on site to showcase who you are in the Charlotte community!

Area Presenter

Support any specialty area at the festival like the Marketplace, Tavern at the Taste, Kids Area, Wine Cellar, Picnic area, Demo Kitchen and more!

Stage Presenter

Brand your name on any of our 3 area stages with live music and entertainment throughout the festival weekend. Name on Main Stage, Tavern at the Taste, or Wine Cellar Stage.

Official Product Presenter

Taste of Charlotte would love to represent your product and get it in our attendees hands to experience. Official products range from grocery to beverages to vehicle and more.

