

FROM IDEATION TO EXECUTION  
**WE PRODUCE EVENTS**





**DO YOU NEED TICKETS, SUITES, VENUES, DINNERS, ANYTHING?  
JUST ASK**

## AGENTS OF CHANGE & EDUCATION

Founder Brady Lowe, resides in Atlanta, born in Des Moines, Iowa

**TASTE NETWORK** is a company with a message: to eat and cook food that is safe, honest and delicious while preserving our culture and promoting our heritage.

**OUR DYNAMIC PROGRAMMING** and content speak to affluent consumers and trade. We position our chefs, partners and missions front and center using an epic network of influencers who champion sustainability, social responsibility and innovation.

**SPIRITS, WINE & MORE** We love education! We love craft spirits and historic cocktails. We are wine collectors and story tellers. We deploy education in all that we do!

**OUR PLATFORMS ENGAGE** people who are always learning about making the world a better place through eating and drinking.

## AGENCY FOR SOCIAL IMPACT

20 Years of Experience building brands through trade and consumer events

**TASTE NETWORK** is a celebrated culinary agency and live event producer. The journey and movement started in 2002 with a mission to promote niche products and the artisans behind boutique wines and artisan cheeses.

**BRADY LOWE** founded Cochon555 in 2008, an international culinary competition to support family farmers who were struggling to educate chefs and consumers on the health benefits of eating humanely raised livestock.

**A MEDIA BEAST** By 2011, Taste Network events reached 1 billion hits in the media and started organizing trade and consumer festivals for agencies around the country (about 200-2000 persons per event).

**AN AGENCY PLEDGE TO CHAMPION** and create educational events filled with great chefs, social impact, honest food, consumers, media and trade.

## TRADE & CONSUMER HOSPITALITY

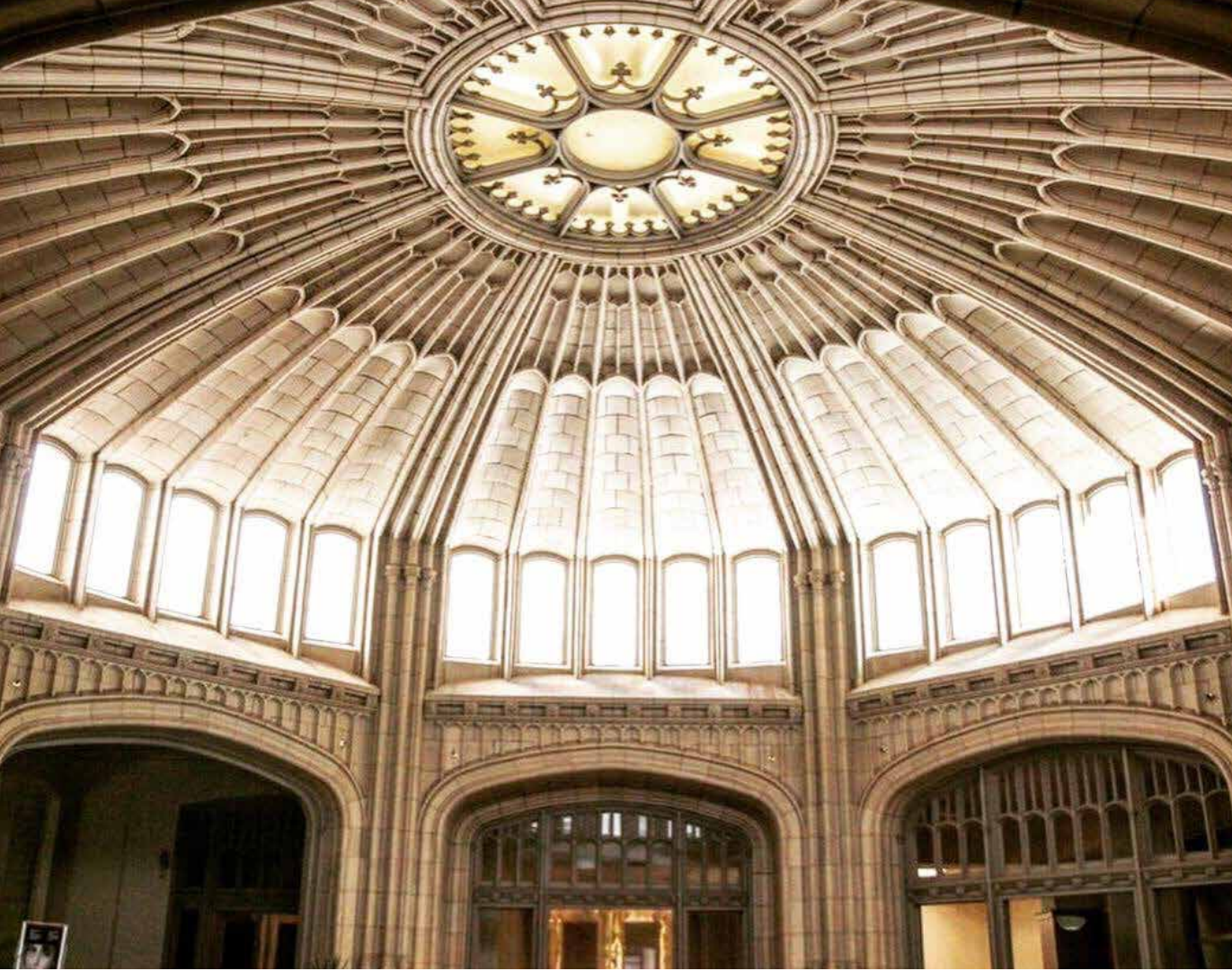
Education, Cultural Exchanges, Social Impact and Content-rich Media

**TASTE NETWORK** can utilize thousands of existing relationships to build partnerships with both local and national trade accounts. We can provide program builds and execute experiential events such as pop-ups, business meetings and consumer facing festivals.

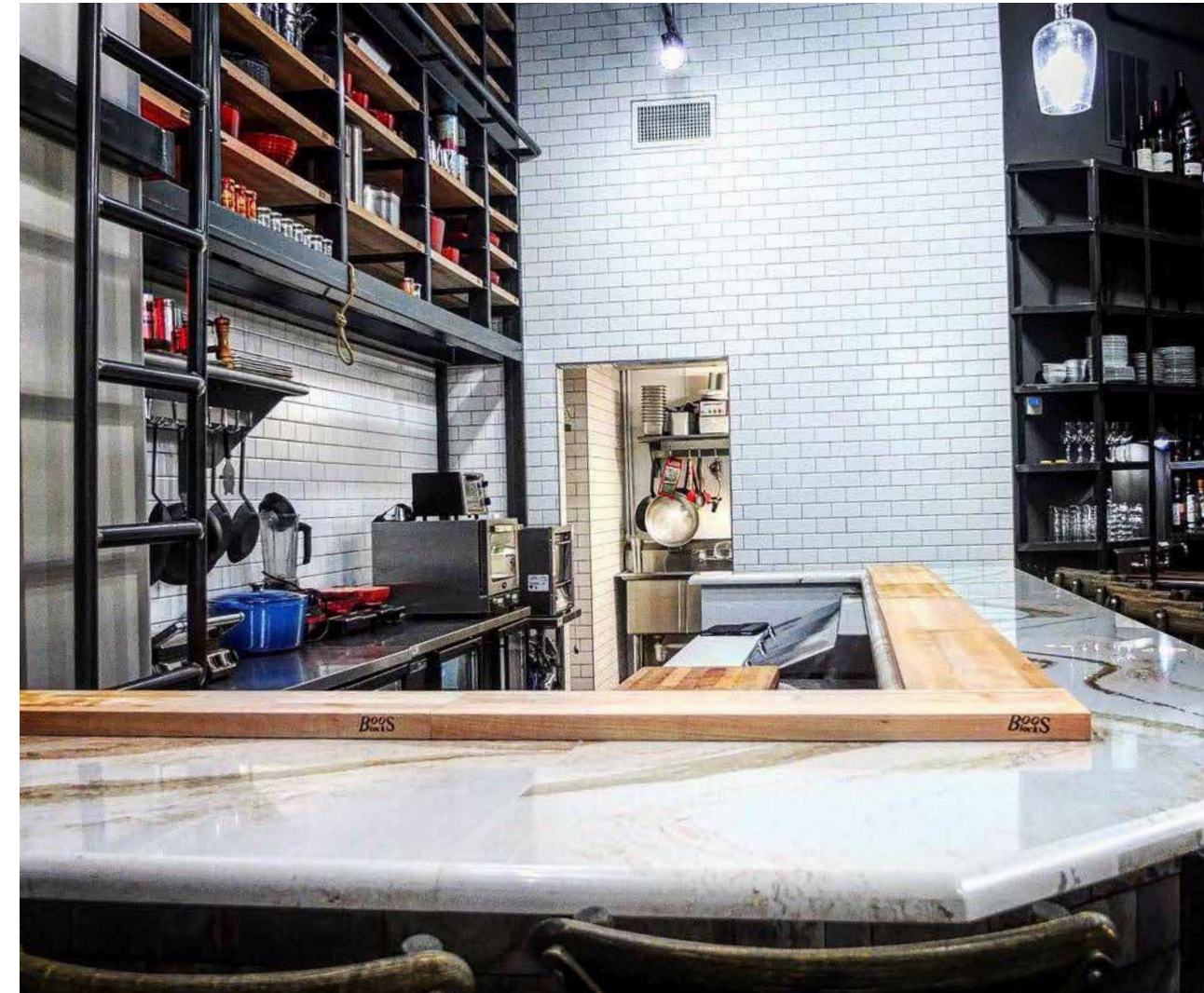
**ACCESS** With 20+ years in the hospitality business, we have relationships with and therefore access to thousands of chefs and buyers. We only present our friends with programs that are successful and beneficial to everyone's operations and careers.

**EXPERTISE** We “speak buyer” and understand how buyers think, we can re-frame predictable conversations in order to achieve positive outcomes and results.

**SUCCESS** is pushing the goals of our partners forward.



## POP-UP RESTAURANTS



## TURNKEY & BRANDED



## RESTAURANT POP-UPS

From tasting menus to receptions, notable chefs and creatives will lead your group into a culinary awakening.

**BUY-OUTS** are perfect for workshops, cocktail labs, pop-ups & master-classes. Your content, our logistics.

**TURNKEY POP-UPS** The options are endless in your fully branded pop-up restaurant. We can execute chef-driven trade events during the day, multi-course, guest chef tasting menus at night or lively, receptions with paired beverages for 10-300 people.

**STUNNING VENUES** We can source and build events to your goals and audience.

Our full-service creative team and restaurant can manage all the details including coordination with talent, travel costs, vendors, venue, décor, entry / exit strategy, rental, a/v, staffing, video and photographer.

# THE NETWORK



## FARM TO TABLE, MICHELIN STARRED

We have been fortunate to work with the most innovative chefs, renowned sommeliers and barkeeps in North America. We hand-select the best personalities to match the vibe and together we create luxurious moments.

All participating chefs share one core value: they source products responsibly.

**Taste**<sup>®</sup>  
network

# WE CREATE WITH THE BEST

2002-2020

*Andrew Zimmern*

**FOOD & WINE**  
classic in aspen

**JAMES  
BEARD  
FOUNDATION**



  
**FOUR SEASONS**  
*Hotels and Resorts*

  
THE RITZ-CARLTON<sup>®</sup>

**WSJ+**

**Google**<sup>™</sup>

**ZAGAT**



*American  
Friends*  
of the OXFORD  
SYMPOSIUM  
on FOOD &  
COOKERY



**1**  
HOTEL

**Esquire**

**EATER**

**CHEFS**  **FEED**

*edible*

**yelp** 

**BANK  
& LAKE  
HOUSE**

**Louisville**  
CONVENTION & VISITORS BUREAU

**FedEx**<sup>®</sup>

**REPUBLIC  
BANK**



**ANDAZ**

**citi**<sup>®</sup>



BLACKBERRY FARM



**Breville**



**Aer Lingus** 

  
**SNOWMASS**  
VILLAGE  
COLORADO

*Sonoma County*  
WINEGRAPE COMMISSION



**RIOJA**

 Wines of  
Germany

**BORDEAUX**

CHAMPAGNE  
**Laurent-Perrier**  
MAISON FONDÉE  
1812

**RUMS** of  
PUERTO RICO   
RUM CAPITAL OF THE WORLD





# OUR EVENTS



GLOBAL

 CÔTES DU RHÔNE FESTIVAL



FISH HOUSE



MUSIC SERIES



# 2020 EVENT SCHEDULE

## INTERNATIONAL CHEF COMPETITION VICEROY LOS CABOS, MEXICO

**GLOBAL** November 8th-15th [www.globalcdmx.com](http://www.globalcdmx.com)  
International F&B Competition, Pop-Up Restaurant, Luxury

## ATLANTA, GEORGIA ANNUAL EVENTS MAY-DECEMBER AT PEACHTREE CENTER

**PEACHTREE CENTER MUSIC SERIES** May 7, 14, 21, 28  
Music in the Plaza, Pop-Up Tastings, Wine Experience

**PEACHFEST AT PEACHTREE CENTER** July 12 [www.peachfest.org](http://www.peachfest.org)  
Peach Festival, Punch Competition, Charity Dinners, Silent Auction

**PEACHTREE CENTER OCTOBER POP-UP** Sunday October 4  
Pecans, Craft Brews, Music, Chefs, Pop-Ups, Wine Experience

## OUR CHARITY & SOCIAL IMPACT

A portion to benefit **PIGGY BANK & GROWAFARMER**

## WEST COAST ROAD-TRIP TOUR FROM SONOMA TO LOS ANGELES

**MAGS FOR AG** August 2nd-8th [www.magsforag.com](http://www.magsforag.com)  
Magnums of Wine, Spirits, Guest Chefs, Silent Auction

## TRADE + CONSUMER EVENTS MIAMI, NEW YORK CITY, LA + CHICAGO

**FISH HOUSE** September  
Futuristic Food & Beverage Competition, Secret Society Vibe

**RHÔNE FEST** June 14 - Chicago [www.CDRFest.com](http://www.CDRFest.com)  
Consumer Festival, Trade Tasting & Master-classes

## FOR HIRE ATLANTA & NATIONWIDE

**THE PANTRY & PROVISIONS** Ongoing [www.thepantryatl.com](http://www.thepantryatl.com)  
Pop-Ups, Workshops, Receptions, Buy-outs (12-180ppl)

**SUPER BOWL** February, Miami  
Venue Sourcing, Chef Driven Events, Hospitality & Tickets

**THE MASTERS TOURNAMENT** April, Augusta  
Venues, Dinners, Production, Bespoke Activations & Tickets



**AN INTERNATIONAL CULINARY COMPETITION FILLED WITH THREE THOUSAND YEARS OF HISTORY**

**ATTENDEES DURING 7 DAYS**

- 1 Main Event - 450+
- 6 Pop-Up Dinners - 225+
- 5 Masterclasses - 225+
- 6 Culinary Tour - 300+
- Chefs & Media - 100+

**INVITES WILL BE EXTENDED TO SELECT TOURISM BOARDS**

Germany, Spain, Peru, Canada, Italy, Singapore, Japan, Sweden, France and in Mexico; Oaxaca, Yucatan, Baja, Puebla, Guadalajara and Veracruz

**INTERNATIONAL CAMPAIGN TARGETING**

Affluent, Global Travelers & Food Influencers

**PRINT & MEDIA**

500M+ Impressions Worldwide

# GLOBAL

## INTERNATIONAL COMPETITION

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NOVEMBER 8-15th - Viceroy Los Cabos, Baja Mexico

**GLOBAL** is a gastro-fueled World Cup featuring chefs from all over the world and Mexico. Artisans and luminaries host culinary tours, panel discussions, master-classes and dinners in preparation of competition on the final day.

**COMPETITION** Chef teams are challenged to unite ideas and ingredients collected over the course of one week. Through immersion, they translate taste of place into a Judge's Plate voted on by celebrity judges and consumers.

**THE FUTURE OF FOOD** The seven day program focuses on traditional and modern food, social impact and global causes in hopes of supporting artisans sustaining local agricultural.

[Visit the Website](#)



**VICEROY**  
LOS CABOS

GLOBAL

## BENEFITS OF A GLOBAL CHEF COMPETITION

- » Exposure in all event promotion including invite, press effort, paid and barter advertising reaching influential national and international audiences
- » VIP table at all Experiences, Workshops and Dinners
- » A cadence of international social media engagement pre, during and post-event
- » Rights and permissions to promotional usage of all official images captured at the event
- » Opportunity to create special activations and collaborate on experiential packages and “behind the scenes” guest experiences
- » Annual menu placements and customized programming

**VICEROY**  
LOS CABOS



GLOBAL

## GLOBAL PARTNERSHIP GOALS

The key to success is understanding the goals of tourism partners and stakeholders on a global and hyper local level. We aim to establish events and opportunities that predict the evolving needs of our partners and drive revenues.

**VICEROY**  
LOS CABOS



# Mags

FOR

# Aggs

## WEST COAST AUG 2-8

THE BIG BOTTLE TOUR FROM SONOMA TO LOS ANGELES FOR A GREAT CAUSE

### ATTENDEES DURING 7 DAYS

- 3 Dinner Events x80ppl = 240+
- 3 After Parties x80ppl = 240+
- 3 Pop-Up Events - 300+
- Chefs & Media - 100+

### CAMPAIGN TARGETING

- Affluent Consumers & Food Influencers
- Silent Auction for Premium Wine Collectors
- Local Agriculture + Responsible Brand Loyalists
- Household Incomes over \$300K annually

### PRINT & MEDIA

- 3M+ Impressions Regionally
- 100K+ Instagram combined



## BIG BOTTLE RENAISSANCE

AUGUST 2nd-8th - Sonoma, San Francisco, Los Angeles + Roadside Pop-ups

**MAGS FOR AG** is a week filled with huge bottles, top chefs, educational programming, sustainable initiatives and culinary experiences for a good cause.

**TOGETHER WE SUPPORT** a foundation that clears a path for new farmers to raise safe and honest food for generations of children and cooks to come.

**AN INTIMATE ROADTRIP** filled with winemakers, chefs and partners reaching customers during roadside pop-ups, magnum receptions, guest chef dinners, silent auctions and industry-only unicorn parties.

**WE SEND A MESSAGE** to farmers, notable restaurateurs, well-known winemakers, sommeliers, influencers, local and national media that we can change the future.

Visit the Website





# MAGS FOR AG FORMAT

100% GOOD CAUSE  
RAISING MONEY FOR PIGGY BANK  
BUILDING A CONVERSATION FOR GROWA'FARMER



## SHOW & TELL

Magnum Opening Reception  
A Favorite Bottle Amongst Peers  
Restricted Access



## RECEPTION & DINNER

Welcome Pour & Passed Bites  
Keynote Speaker, Multi-Course, Guest Chefs  
Wineries Pour Table-side



## SILENT AUCTION

Raised \$31,000 in 2019  
Wine & Culinary Packages  
Magnums & Donated Gifts



**UNICORN AFTER-PARTY** - By Invite Only - A host committee invites winemakers, chefs, sommeliers, trade, buyers, collectors and influencers to bring their favorite 750ml.

# MORE INFORMATION AVAILABLE UPON REQUEST

We create sponsorship presentations for our event programs, please feel free to request additional details. Sponsorship Decks currently available for:

- » Peachfest
- » Global
- » Mags for Ag
- » GrowaFarmer
- » The Pantry
- » Cochon555

## THANK YOU

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