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Press Release

Taste of Muskegon To Offer Several Virtual Activities

Muskegon, MI (June 15, 2020) – Taste of Muskegon will start this week with a new virtual format to comply with social distancing guidelines. The festival is now for offering many activities beyond the food sampling that gives the event its name. The festival will offer virtual versions of these activities throughout its ten days.

To keep younger "festival-goers" entertained, the Kids Zone will feature three food-focused contests. While the specific details will be revealed at the start of the festival, there will be arts, crafts and cooking events. Kids will submit photos or videos to compete for gift cards to local restaurants.

Adults don't have to miss their happy hour or the Tequila Cantina. The 18th Amendment, Burl and Spring and Pigeon Hill Brewing will host Taste Happy Hours nightly. Los Amigos Mexican Bar and Grill is scheduled to showcase tequila with both free and ticketed online classes.

Ride United has been a long time partner of Taste of Muskegon, with the festival as the start and finish lines for the fundraiser. Ride United, also virtual this year, kicks off June 20 and goes through the 28th and is open to joggers, runners and walkers in addition to the usual bicyclists. Riders will receive vouchers for participating Taste restaurants, keeping with the tradition of riders recovering at Taste.

Kitchen 242 will be cooking in the Taste Kitchen for 2020. Online cooking segments by the local chefs will occur throughout the festival, hosted on Taste of Muskegon's Facebook page.

New this year is the 2020 PADNOS Public Art Project in partnership with the Muskegon Lakeshore Chamber and the Lakeshore Art Festival. The ribbon-cutting for the opening of the exhibit will also be showcased live on Taste of Muskegon's Facebook page.

"Taste has always been a lot more than just food, and we're really excited to be able to still offer that part of Taste this year," said Ann Meisch, Director of Taste of Muskegon. "There are a lot of fun activities to suit everyone. We've always said this festival is a Taste of the best Muskegon has to offer. This year it feels like we are really celebrating everyone in Muskegon. This has been a tough year and we deserve a party for all we've survived through."

Taste of Muskegon, produced by the City of Muskegon, will take place on June 19-28 with a new virtual format. It will feature 35 local restaurants and food trucks. Each of the eateries will offer a Taste menu with up to 4 feature items and a Taste Flight with samples of all the features. Some restaurants will be open to a limited capacity for dine-in service, but all will offer takeout options throughout the festival. There are also several evening online concerts planned to raise money for Taste's primary benefactor, The Muskegon Farmer's Market. To learn more about the restaurants and events at Taste of Muskegon 2020, visit their website at www.tasteofmuskegon.org. ###