

FOR IMMEDIATE RELEASE

proof of the pudding

Michelin Raceway Road Atlanta Announces Partnership with Georgia's Proof of the Pudding *Atlanta catering mogul tapped as roadway's official catering affiliate*

ATLANTA (Friday, June 28) – [Proof of the Pudding](#), one of the largest and most well-known catering companies in the Southeast, has been selected as the official catering partner for [Michelin Raceway Road Atlanta](#) – a multi-purpose motorsports facility located in Northeast Georgia. The eminent partnership announcement comes on the heels of yet another significant milestone for the catering organization – Proof of the Pudding celebrated 40 years of business this spring.

“We are thrilled to be joining forces with Michelin Raceway Road Atlanta,” said **Adam Noyes, president of Proof of the Pudding**. “It’s exciting to merge our aligning passions and services to come together to bring guests of the track the best in class.”

Known for being one of the city’s most popular picks for corporate events and luxurious parties, Proof of the Pudding will now be expanding its upscale services to focus on feeding the masses of Michelin Raceway Road Atlanta – all while maintaining their current clientele and keen focus on off-premise great taste. The motorsport facility is constantly utilized for professional and amateur sports races, racing and driving schools, corporate programs and testing for motorsports teams, along with a high-volume list of major onsite events – most notably the tracks annual Motul Petit Le Mans which will take place this October. Making the partnership official, the family-owned catering empire has settled into Michelin Tower’s newly constructed state-of-the-art kitchen and will now serve as the roadway’s sole catering partner, servicing all of the track’s corporate clients and events with farm-to-fork cuisine and elevated service.

“We’re excited to embark on a new partnership with Proof of the Pudding as the Official Caterer of Michelin Raceway Road Atlanta,” said **Geoff Lee, president and general manager of the North Georgia racetrack**. “This world-class organization sources and creates only the highest quality products, which caters perfectly to the high-end clientele we host throughout the year. Proof of the Pudding will get the opportunity to operate out of the new Michelin Tower kitchen here at the track, and we can’t wait to see their innovative culinary skills at work.”

About Proof of the Pudding

Proof of the Pudding was founded in 1979 and is now one of the largest Southern-based catering organizations proudly serving many of the Southeast’s top venues, convention facilities, and both private and corporate events. Over the past 40 years, Proof of the Pudding has maintained its

innovative and distinctive style – taking pride in providing superior service and trend-setting menu creations. With over 18 kitchens across the organization, Proof's chefs are trained to maintain the high standards, quality, freshness, great taste and creative presentations the company's reputation is built on. Today Proof of the Pudding operates state-of-the-art kitchens in Georgia, Florida, North Carolina, South Carolina, Alabama, Tennessee and Texas. Innovative culinary creations coupled with creative presentation and service has won Proof numerous industry awards and recognition by clients and media alike.

About Michelin Raceway Road Atlanta

Michelin Raceway Road Atlanta opened in 1970 and is recognized as one of the finest road racing circuits in North America. Located less than an hour north of downtown Atlanta, the track hosts several major events during the year including the world-famous Motul Petit Le Mans, Drift Atlanta, The HSR Mitty vintage classic, MotoAmerica superbike event and numerous club and corporate events.

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