



For Immediate Release

August 11, 2025

Atlanta Symphony Orchestra Contacts:

Caitlin Buckers, Caitlin.buckers@atlantasymphony.org

William Strawn, William.strawn@atlantasymphony.org

HERB ALPERT & THE TIJUANA BRASS ARE HEADED FOR THE SYMPHONY HALL STAGE THIS MARCH

ATLANTA – Today, Delta Atlanta Symphony Hall LIVE announced the newest show to the March 2026 lineup. On **March 30th, 2026**, Herb Alpert and his brand-new Tijuana Brass come together onstage to celebrate the 60th anniversary of his classic album, *Whipped Cream & Other Delights*. Herb along with his 6 great musicians will be playing all of your favorite TJB hit songs just as you remember hearing them while growing up.

2025 will mark the 60th anniversary of the iconic album, “Whipped Cream & Other Delights”. Herb and the band will be performing many of those great songs in addition to many other hit songs that we all know; “The Lonely Bull”, “Spanish Flea”, “Taste of Honey”, “Mexican Shuffle”, “Tijuana Taxi”, “This Guy’s In Love With You”, “What Now My Love”, “Zorba the Greek”, “Ladyfingers”, “Rise” and many other delights.

The show runs 90 minutes and is informal as Herb loves to answer questions from the audience about his career, A&M Records and the many iconic artists like Sergio Mendes & Brasil 66, The Carpenters and Burt Bacharach that he has worked with over the past 63 years. The show features a giant video screen that displays hundreds of classic photos, videos, art and various memorabilia from Herb’s music career. A really exciting show and truly a Once in a Lifetime Concert Event! Tickets for this performance go on sale this **Friday, August 15 at 10am** at [ticketmaster.com](https://www.ticketmaster.com). **For further information on Herb Alpert & The Tijuana Brass, visit aso.org/live.**

About Herb Alpert & The Tijuana Brass

A legendary trumpet player, Herb Alpert’s extraordinary musicianship has earned him five #1 hits, nine GRAMMY® Awards, fifteen Gold albums, fourteen Platinum albums and he has sold over 72 million records worldwide. Herb Alpert & The Tijuana Brass propelled his sound into the pop music limelight, at one point outselling The Beatles two to one. In 1966, they achieved the remarkable feat of simultaneously having four albums in the Billboard Top 10 and five in the Top 20.

This show is presented by Delta Atlanta Symphony Hall LIVE and LIVENATION and will take place at Atlanta Symphony Hall on Saturday, March 30, 2026 at 7:00PM.

About Delta Atlanta Symphony Hall LIVE

Delta Atlanta Symphony Hall LIVE concerts feature world-renowned musicians and entertainers, several of which will be joined on-stage by the GRAMMY® award-winning, Atlanta Symphony Orchestra. Highlighting genres across the entertainment gamut, guests can enjoy concerts and events ranging from pop, rock, country, R&B, jazz, comedy, podcasts, book tours and everything in between. Symphony Hall continues to present a diverse array of artists throughout the year, bringing unique visual and audial experiences to the Atlanta community through the magic of live performances.

###