



News Release

For Immediate Release

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Shortcake eating champion awarded at Florida Strawberry Festival

PLANT CITY, Fla. (March 7, 2019) – The Florida Strawberry Festival announced today the winner of its annual Strawberry Shortcake Eating Contest that took place this afternoon on the festival grounds.

Ten competitors were drawn at random to participate in the event and were each served a four pound shortcake with whip cream, strawberries and toppers. The first six minutes of the competition the competitors could use a spoon to eat the sweet desserts. From there on out it was hands only.

James Arch from Davenport, Florida was declared the winner of the contest by eating a four pound strawberry shortcake more quickly than any of his competitors.

The Strawberry Shortcake Eating Contest is sponsored by St. Clement Catholic Church and is one of eight food contests held at the festival annually. The Super Dog Mega Corndog Eating Contest, Adult Strawberry Stemming Contest, Youth Strawberry Stemming Contest, Strawberry Spaghetti Eating Contest, Strawberry Mashed Potato Pie Eating Contest, Fanta Strawberry Soda Throwdown and Amish Donut Eating Contest all take place during the 11-day event in the Stingray Chevrolet Entertainment Tent.

About the Florida Strawberry Festival

The Florida Strawberry Festival is an 11-day community event celebrating the strawberry harvest of Eastern Hillsborough County. Each year, over 500,000 visitors enjoy the festival's headline entertainment, youth livestock shows, exhibits of commerce and, of course, its strawberry shortcake. The 2019 Florida Strawberry Festival where "It's A Hit!" will take place February 28 - March 10 in Plant City, Fla. For more information, visit www.flstrawberryfestival.com, Facebook, Instagram and Twitter (#berryfest19).

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