



News Release

For Immediate Release

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New Foods and Free Entertainment announced for 2021 event

PLANT CITY, Fla. (Feb. 24, 2021) –The Florida Strawberry Festival announced today the new food items, free entertainment and services visitors can expect at the 2021 event.

Singers, musicians, exhibits, and much more comprise this year's lineup of new free entertainment. An assortment of confections, sweets and strawberry treats top the list of new foods.

"This year is like no other," said Florida Strawberry Festival President Paul Davis. "The amount of new food items, free entertainment, and attractions for the 2021 event are overwhelming! We are so blessed to be able to host such an event for our vendors and exhibitors. Year after year, they work to create something truly magical to give our guests, and this year will not disappoint."

The lineup of new free entertainers is as follows:

"Ace" Jackson and The Jump Kings

Since 2010, Ace Jackson and the Jump Kings have entertained crowds with a high-quality blend of American songbook classics from the 1940s rhythm, roots, jump blues and swing, along with sing along 1970s radio classics still in rotation today. Plenty of entertainment for all ages! Ace Jackson and the Jump Kings will be performing on the Wish Farms Variety Stage on Sunday, March 7 at 6 p.m.

Bits of Grass

Their drive and timing are like a well-oiled machine, and the blend of their voices will bring you to tears as they deliver the message of life in a song! Bits of Grass skillfully transcends the soulful sounds of bluegrass with every performance to make you feel part of every song! Bits of Grass will be performing on the Wish Farms Variety Stage on Thursday, March 11 at 6 p.m.

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Born Lonesome

Born Lonesome is an emerging prominent acoustic bluegrass ensemble hailing from Central Florida, and founded in 2019. Sharing the big stage with groups like Lonesome River Band, Russell Moore, Rhonda Vincent and more, Born Lonesome continues to transcend traditional bluegrass with their distinctive sound. Born Lonesome will be performing in the Entenmann's Showcase Tent daily at 11 a.m., 1 p.m. and 3 p.m. with no 11 a.m. show on March 7.

Bound No More

A local Christian band that loves Jesus and loves music! Using their musical abilities to share the love of Christ and to glorify God, Bound No More encourages others to sing His praises. If you're looking for songs of worship, join Bound No More in the Entenmann's Showcase Tent on Monday, March 8 at 6 p.m.

Electric Woodshed

Former Battle of the Bands finalists and Tampa Bay area-based band performing an eclectic mix of live music, Electric Woodshed brings down the house with their 80s inspired sound. No matter what, you will always hear some great music in the woodshed! Come see Electric Woodshed performing in the Entenmann's Showcase Tent on Thursday, March 4 and Thursday, March 11 at 6 p.m.

Florida's Frank Sinatra, Don Juceam

Don Juceam is known as "Florida's Frank Sinatra," and, along with his world renowned "Le Orchestra Fantastique," he performs all over Florida. Originally from a small town on the Hudson River named New York City, he has made the music of Frank Sinatra and the Rat Pack more than just a hobby. "Florida's Frank Sinatra," Don Juceam, will be performing on the Wish Farms Variety Stage on Thursday, March 4 at 10:30 a.m.

Florida Strawberry Festival Talent Show

If you have a talent, we want to see it! The winner will receive a \$500 cash prize and a 12-month performance contract from Dark Horse Music Store. Head to the Festival's website to get all the information you need to sign up. The stage is waiting for you! The Florida Strawberry Festival Talent Show will take place both Saturdays, March 6 and March 13 at 6 p.m. in the Entenmann's Showcase Tent.

HeanonMusic

Heanon Tate is an internationally recognized recording artist, songwriter and producer. He is the founding father of HeanonMusic, a collective group of artists, worship leaders, musicians and producers that transcend music across cultural, generational and denominational boundaries to speak life into everyday realities. HeanonMusic will be performing on the Wish Farms Variety Stage on Tuesday, March 9 at 6 p.m.

Jimmy Mazz

With more than 40 years of entertainment experience, Jimmy Mazz truly understands how to entertain an audience. Laughter takes a musical journey through Jimmy's favorite songs by a wide variety of performers from the classics to today's contemporary artists hot off the Las Vegas Strip! You can catch Jimmy Mazz on the Wish Farms Variety Stage on Thursday, March 11 at 10:30 a.m.

Joe's Garage Band

Veteran musicians who blend covers of classic rock, blues, country and a smattering of original tunes make up the sounds of Joe's Garage Band. Come see them take the stage in the Entenmann's Showcase Tent on Tuesday, March 9 at 6 p.m.

Mike Walker

Country singer Mike Walker will take you through the decades with his musical impressions of some of country music's greatest icons. Tune in daily to see Mike Walker on the Wish Farms Variety Stage at 12:30 p.m., 2:30 p.m. and 4:30 p.m. with no 4:30 p.m. show on March 14.

oxford noland

oxford noland is the indie rock brainchild of cousins Shua Harrell and Aaron Buckingham. Their musical connection was influenced early on through weekend gatherings at the farm listening to their family swap classic folk and gospel tunes. Catch oxford noland Wednesday, March 10 at 6 p.m. on the Wish Farms Variety Stage.

Sick Hot

Sick Hot is a young vintage rock band from Tampa that started in 2016. The band consists of Chris Erickson on bass, Cory Bernardi on drums, Brandon Chacon on rhythm guitar and Nik Wilson on vocals and lead guitar. Sick Hot plays original music with a handful of covers from classic bands like Deep Purple, Led Zeppelin, T. Rex, James Gang and more! Sick Hot will be playing on the Wish Farms Variety Stage on Saturday, March 6 at 6 p.m.

SouthBound

SouthBound is a classic southern rock band from Central Florida. With a mix of country and blues, SouthBound's sound is authentic and soulful. You can catch SouthBound on the Wish Farms Variety Stage on Friday, March 5 at 6 p.m.

The Descendants

The Heart of "The Descendants" is to create and share songs of genuine worship. They reach others through worship with the love and unfailing promises of Jesus Christ and powerful music that gives honor and glory to Him because of what He did for us on the cross so selflessly. We hope to see you soon and join together singing humble songs to our King! See The Descendants on the Wish Farms Variety Stage on Friday, March 12 at 6 p.m.

The Detectives

The Detectives is a local reggae band from Lakeland with ska and blues undertones influenced by life, love, and friendship. The Detectives are looking for you! You'll find them in the Entenmann's Showcase Tent on Sunday, March 7 and Sunday, March 14 at 6 p.m.

Unpainted Souls

Unpainted Souls is a band that strives for authenticity. Their music seeks to communicate the beauty and sorrows of a forward-journeyed life. Don't miss Unpainted Souls on the Wish Farms Variety Stage on Saturday, March 13 at 6 p.m.

Valley's End

Valley's End is a singer/songwriter band who, through storytelling, music and ministry, want to help people live in a place of intimacy with God, their Father, and embrace their identity in Jesus. Valley's End will be performing on the Wish Farms Variety Stage on Monday, March 8 at 6 p.m.

What Remains

Regardless of the size of the crowd or venue, What Remains plays emotional, powerful, spirit-filled music fueled by a love of God and each other. Having formed three years ago, What Remains continues to perform shows in and around the Tampa Bay area. What Remains will be leading worship on the Wish Farms Variety Stage on Thursday, March 4 at 6 p.m.

New food items are as follows:

Apple Pie Sweet Potato

Two of your favorite "feel good" food items combined into one delectable dessert. Swirled with butter and a homemade apple pie filling topped with whipped cream and sprinkled with cinnamon sugar. The Apple Pie Sweet Potato is located at Taylor's Doughboy on the northside of the TECO Expo Hall.

Bahama Breeze Italian Ice

A mixture of strawberry, pineapple, and mango Italian ice layered with fresh-cut pineapples and strawberries. Located at Domi Italian Ice east of the North Exhibit Tent.

Chocolate Pineberry Drizzle

The Pink-A-Boo pineberry treats are a must see and TASTE! They're the industry's newest twist on the traditional taste. Served on a stick and drizzled with white or milk chocolate, this sweet strawberry snack is available at the Chocolate Strawberry Express located in the Parke Exhibit Building. Limited availability.

Deep Fried Éclair

Need we say more? A mini éclair, deep fried till golden brown, dusted with powdered sugar and laced with Ghirardelli milk chocolate. Located at Carousel Concessions near the Neighborhood Village.

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Deep Fried Triple Chocolate Oreo

Try a new twist on Deep-Fried Oreos!! This delicious dessert is dipped in a “chocolate” cake batter and deep fried to perfection. Topped with sweet powdered sugar, rich chocolate sauce, and whipped cream piled high! The Deep-Fried Triple Chocolate Oreo is located at Taylor’s Doughboy on the southside of the Parke Exhibit Building.

Jolly Rancher Slush

Try this refreshing Jolly Rancher slush with a limited-edition Florida Strawberry Festival commemorative cup and loads of sweet treats on top! Located at Apple Fries Concession on West Independent near the Arthur Boring Building.

Mexican Street Burger

It is a quarter pound hamburger topped with pepper jack cheese, bacon, cilantro, onion, Mexican street corn, fried avocados and drizzled with a spicy Sriracha mayonnaise. Located at Carousel Concessions near the Neighborhood Village.

Piggy Stack

It’s a meal in a bowl! A piece of sweet cornbread, piled high with pulled pork, BBQ beans, and coleslaw. YUM! Located at Piggy Palace southwest of the Arthur Boring Building.

Strawberry Brownie Shortcake

A traditional shortcake with a brownie twist- moist brownie and sweet Wish Farms strawberries piled high with a scrumptious cream topping. The strawberry brownie shortcake is available at the Berry Amaz’n shortcake booth located south of the TECO Expo Hall.

Strawberry Lemon Ricotta Funnel Cake

A traditional funnel cake mix made with lemon juice and ricotta cheese then fried till golden brown. Layered with a homemade zesty lemon glaze, topped with fresh sliced strawberries, and dusted with a sweet powdered sugar, this is a delicious and decadent treat. Located at Best Around Concessions outside of Candyland Warehouse.

Strawberry Pickle

Here’s the dill- it’s a strawberry pickle! The traditional dill pickle infused with strawberry flavoring. If you’re in the market to try something new, this is it! Limited availability- so don’t miss it! Located at the Chocolate Strawberry Express in the Parke Exhibit Building.

Strawberry Pina Colada Smoothie

Just the right mix of strawberries, pineapples, and coconut to make you pucker! Delish! Located at the Cinnamon Bun Saloon near the southside of the Parke Exhibit Building.

Strawberry Red Bottom Passion Italian Ice

Red Bottom Passion is our strawberry and mango Italian ice layered with strawberries and topped with strawberry drizzle. Located at Domi Italian Ice east of the North Exhibit Tent.

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Faye's Doozie

A secret family recipe from Mama Faye. This confection is double the indulgence. Two freshly baked cookies sandwiched between a cloud of cream filling. Available in chocolate chip or strawberry. Located at the Cookie Barn in the northwest corner of the Stadium Exhibit Building.

World-Famous Parkesdale Farms Strawberry Shortcake

A traditional favorite that everybody loves! The world-famous dessert is made with fresh-from-the-farm sliced strawberries, a secret family shortcake recipe, and a heaping dollop of homemade whipped cream- just like they make at the market! Parkesdale Farms Strawberry Shortcake is located at Parkesdale Express in the Parke Exhibit Building.

New festival services are as follows:

Hand Sanitizing Stations

Be wise- sanitize! For your convenience and safety more than 100 sanitizing stations have been placed throughout the grounds. Please practice proper hand hygiene during your visit.

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 2021 Florida Strawberry Festival will take place March 4 – March 14 in Plant City, Fla. For more information, visit www.flstrawberryfestival.com, Facebook, Instagram and Twitter (#berryfest21).

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