



# News Release

## For Immediate Release

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### **Festival welcomes two new shortcake vendors for 2021 event**

PLANT CITY, Fla. (February 2, 2021) – The Florida Strawberry Festival announced today two new shortcake vendors for the 2021 event: Berry Amaz’n LLC and Parkesdale Express.

“We are honored to have Parkesdale Express and Berry Amaz’n serving shortcake to our guests at the upcoming festival,” said Florida Strawberry Festival President Paul Davis. “Both businesses have a well-known history of providing some of the most delicious shortcake and strawberry desserts that are sure to please.”

Approximately 200,000 strawberry shortcakes are served annually at the Plant City event, making it a staple among festival guests. The new shortcake vendors were added after St. Clement Catholic Church Make-Your-Own Strawberry Shortcake and East Hillsborough Historical Society Shortcake both decided to forgo participating in the 2021 event due to a decrease in volunteers.

“We are very excited to offer our world-famous strawberry shortcake for the first time at the festival,” said Parkesdale Farms Director of Finance and Business Development Kristen Hitchcock. “The strawberries will be freshly picked and sliced each morning from the farm, and the cake will be the same yummy goodness you get at the Parkesdale Market every year.”

The Parkesdale Express shortcake booth will be located in the Parke Building next to the Parkesdale Farms and Parkesdale Greenhouse booths that have been offering fresh strawberries and a variety of plants to guests for decades.

Berry Amaz’n LLC is owned and operated by Cindy Griffin, who has partnered with the festival for nearly 29 years. Griffin owns and operates two other festival food providers, Mavric’s Chocolate Barn and Chocolate Strawberry Express, and also provides the berries used in the Adult and Youth Strawberry Stemming Contests. The Berry Amaz’n shortcake booth will be located northeast of the Parke Exhibit Building near Pioneer Village and will offer guests a traditional strawberry shortcake or strawberry brownie delight, a new food item for the 2021 event.

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“The Florida Strawberry Festival is proud to continue the tradition of having the best shortcake available,” said Berry Amaz’n owner Cindy Griffin. “It’s ‘All Aboard’ for the 2021 Festival!”

### **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 through March 14 in Plant City, Fla. For more information, visit [www.flstrawberryfestival.com](http://www.flstrawberryfestival.com), Facebook, Instagram and Twitter (#berryfest21).

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