



# News Release

## For Immediate Release

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### **Festival announces new foods, vendors, free entertainment and more for BerryFest24**

PLANT CITY, Fla. (Feb. 27, 2024) –The Florida Strawberry Festival announced today the new food items, vendors, free entertainment, and attractions guests can expect at the 2024 event.

Musicians, game shows, exhibits, magicians, wood carving and so much more comprise this year’s lineup of new free entertainment and attractions. An assortment of hearty eats and sweet strawberry treats top the list of new foods.

“The theme for this year’s 11-day event couldn’t be more fitting,” said Florida Strawberry Festival President Kyle Robinson “The new attractions, new foods, new rides, new vendors, and new free entertainment, are ‘Out of This World’. We can’t wait to welcome all of you to BerryFest24, we are over the moon with excitement!”

The lineup of new free entertainment are as follows:

#### **Aaron Radatz Magical Entertainer**

Aaron started performing at the young age of six and quickly turned his grand-mother's gift of a magic set into a full-time hobby. At 15 years old, Aaron began performing for various schools, organizations, and private parties. From the earliest moments of his professional life, Radatz attracted global clients who were leaders in their industry including: Aflac, Caesars Palace, Princess Cruise Line, Hilton Hotels, General Motors, Volvo, Busch Gardens, Disney, Lady Luck Casino, and the famed Hollywood’s Magic Castle. Today, Aaron Radatz is the newest star to hit the magic entertainment scene. Visit [www.aaronradatz.com](http://www.aaronradatz.com) for the latest news and tour information. Aaron Radatz Magical Entertainer will be performing in the Publix Showcase Tent daily at 11 a.m., 1 p.m., and 3 p.m. with no 11 a.m. show on Sunday, March 3 and is sponsored by Fifth Third Bank.

#### **Alford E. Gator and His Tiny Swamp House**

The little ones will love seeing Alford E. Gator and His Tiny Swamp House at BerryFest24. Talking and interacting with guests as he roams the grounds, Alford will make appearances daily

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at noon, 2 p.m., and 5 p.m. with additional 7 p.m. shows on Saturdays and Sundays. Alford E. Gator and His Tiny Swamp House is sponsored by All American Gutter Protection.

### **Deano Graham & The Grass Wagon Revival**

Learning to harmonize while listening to records on the family stereo system was only the beginning. Passing out the songbooks at church to line up and sing in “the choir” was a golden opportunity for a young kid. Influenced by various genres in the 70’s was a free musical education for this Mississippi boy. Whether it was congregational singing, a traveling gospel bluegrass group at church, all-night southern gospel singings, contemporary Christian bands, black gospel choirs, or the opportunity to study classical music in college... it has all led to this — a return to his roots. Deano Graham and The Grass Wagon Revival will be performing in the Publix Showcase Tent on Monday, March 4 at 6 p.m.

### **Khalea Lynee’**

Khalea Lynee’ is a singer, songwriter, and performer with a “spiritual connection” to music. Attributing her grass roots beginning in the church and the strict upbringing of her mother, a pastor, Khalea brilliantly showcases her soulful, jazzy vibe influenced by her gospel roots which have helped mold her into the artist she is today. After capturing the national stage on NBC’s Season 17 of “The Voice,” Khalea Lynee’ won all four chairs in her blind audition with her powerful and passionate rendition of “Best Part.” Representing Team Legend, led by singer songwriter John Legend, throughout the competition, the judges described her talent as magical, polished, versatile and one of the more gifted talents of that season. Khalea Lynee’ will be performing in the Publix Showcase Tent on Thursday, March 7 at 6 p.m.

### **KidBuck\$ Game Show**

Kidbuck\$ Game Show is a thrilling game show where randomly selected members of the audience, participate in wild and crazy games. Unlike many “trivia based” game shows where contestants ring a bell and answer a question, Kidbuck\$ is an “action” based game in which the contestants are competing in clever, creative, challenging, and entertaining games of a physical nature. The grand champion enters the Kidbuck\$ chamber and grabs as many “Kidbuck\$” as possible, as they swirl about the chamber. The bucks are tallied and redeemed for a prize based on how many bucks are collected. KidBuck\$ Game Show will be performing near Kiddie Korral daily at 11:00 a.m., 2:00 p.m. and 5:00 p.m. Monday through Thursday and 11:00 a.m., 2:00 p.m. and 5:00 p.m. and 7 p.m. Friday through Sunday and is sponsored by Vision Auto Glass.

### **Kress Wood Carving Show**

The Kress Wood Carving Show, featuring the Rannels family of professional woodcarvers, will mesmerize Festival guests with their process of creating artistic wooden sculptures and furniture. See their show daily at 11:30 a.m., 1:30 p.m., 4:30 p.m., and 6:30 p.m. at BerryFest24. The Kress Wood Carving Show is sponsored by Choo Choo Lawn Equipment.

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### **Them Sweeney Boys**

The Sweeneys appeal to audiences of ALL ages! Serenading guests with funny, sing-a-long songs everyone knows and bringing back classic comedy at its finest. If Hee Haw, The Grand Ole Opry and Three Stooges, had a baby, Them Sweeney Boys would be it! These guys are just plain FUNNY! Them Sweeney Boys will be performing in the Entenmann's Strawberry Tent daily at noon, 4 p.m. and 7 p.m. and is sponsored by Bass Pro Shops.

New food items are as follows:

### **AUSSIE Grill**

Hey, mates! The Aussie Grill by Outback is bringing some favorites including the OG Chicken Sandwich, Strawberry Sriracha Chicken Sandwich, Crispy Chicken Tenders, Bacon Bomb Burger, and many more strawberry sweets and treats. AUSSIE Grill is located on Ford Lane.

### **Almond Joy Funnel Cake**

A traditional funnel cake dusted with powdered sugar, a homemade coconut, almond topping and drizzled with sweet, milk chocolate syrup. Best Around is located on the North side of the Entenmann's Strawberry Tent.

### **Bacon, Caramel, Peanut Butter Apple Fries**

Their award-winning apple fries topped with crispy bacon, Ghirardelli caramel and peanut butter powder. It is "Out of This World!" Fairgoers have the option of adding ice cream which makes a good thing even better. Apple Fries is located on West Independent near the West entrance of the Stadium Exhibit Building.

### **Belgium Waffle Strawberry Sundae**

A fresh Belgium waffle with pearlized sugar, warmed, then topped with strawberry vanilla ice cream, fresh strawberries & finished with a dollop of whipped cream and a fresh strawberry. SanJon Concessions is located near the Florida Strawberry Festival History Center and Gift Shop.

### **Berry Battered Golden Oreo**

A golden Oreo dipped in a strawberry funnel cake batter, topped with powdered sugar, ice cream, a dollop of whipped cream and drizzled with sweet strawberry syrup. George's Fun Foods is located on Edwards Street.

### **Chocolate Covered Strawberry Slush**

The chocolate covered strawberry slush is laced with Hershey's chocolate syrup, topped with whipped cream, a generous chocolate drizzle and finished with a chocolate covered strawberry. This delicious treat is located at Moose Joose Slush on Woodrow Wilson.

### **Deep fried strawberry shortcake cookie dough**

Strawberry shortcake cookie dough dipped in sweet funnel cake batter, fried golden brown, topped with strawberry syrup and dusted with powdered sugar. Located at Carousel Foods near East Independent.

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### **Frozen Lemonade and Frozen Strawberry Lemonade**

Sweet, creamy swirls of orange Dole whip, fused with strawberry soda and topped with Pop Rocks. McGrotha Foods is located at the Giant Pineapple near the Parke Exhibit Building.

### **CinnaBerry Dog**

An all-beef hot dog wrapped in a Grandma Brown's original cinnamon roll with strawberry dessert topping. Grandma Brown's Cinnamon Rolls is located near the Softub Carriage House.

### **Golden Strawberry Parfait**

This beautiful sensation is layers of sweet strawberry filling made with fresh, locally grown strawberries, delicious deep fried "Golden Oreos," with a touch of powdered sugar and Bavarian cream. The treat is topped with rich whipped cream and a fresh strawberry! Located at Fain's Concession on the Southside near the Parke Exhibit Building.

### **Mini Da'Lites**

Three Da'Lite-ful treats! Strawberry Da'Lite is a graham cracker crust, mini cheesecake topped with strawberry gel and vanilla whipped topping. Oreo Da'Lite is a graham cracker crust, mini cheesecake topped with cookies and cream, whipped topping, cookie crumbles and a mini-Oreo cookie on top. Carmel Da'Lite is a graham cracker crust, mini cheesecake with vanilla, whipped topping, a drizzle of Carmel and cookie crumbles with a mini wafer on top. Sweet Treat Lane is located in the Parke Exhibit Building.

### **Tacos MP**

Serving authentic Mexican tacos, burritos, and quesadillas. Taco MP is located on the North side of Edwards Street.

### **The Bean Bar**

Offering a wide variety of craft coffees along with assorted breakfast options including muffins and sandwiches. The Bean Bar is located at Armory Back near the Verizon Gazebo.

### **Strawberry Cinnamon Bun**

A delicious pastry featuring a soft, fluffy dough swirled with a sweet strawberry filling. Topped with our cream cheese frosting for a delightfully fruity twist on their classic cinnamon bun. Located at the Cinnamon Saloon on the Southside of the Parke Exhibit Building.

### **Strawberry Crunch Cone**

A waffle cone dipped in a vanilla glaze and rolled in a strawberry crunch topping. It is then filled with a delicious no bake cheesecake filling, fresh diced strawberries, drizzled with more vanilla glaze and strawberry crunch topping. Sweet Missions Cafe & Bakery located in the Softub Carriage House.

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Festival craft vendors are as follows:

**All Of Us Dip**

A wide variety of dips and mixes. All of Us Dip is located in the Stadium Exhibit Building.

**Bourbon & Boweties**

Specializing in bangle bracelets, earrings, and necklaces hand-crafted with love by women in the Tampa Bay area. Bourbon and Boweties is located in the Stadium Exhibit Building.

**Carolina Pickle Company**

Selling more than 40 varieties of pickles and pickled fruit and vegetables packed at the family's farm in North Carolina. Carolina Pickle Company is located in the Stadium Exhibit Building.

**The Coolest Cooler**

Fun, colorful coolers that include seats and trolleys coming in an array of unique designs. The Coolest Cooler is located in the Advantage Restoration North Exhibit Tent.

**East Hill Creamery**

French Alpine style cheeses with raw milk produced by grazing cows on the family farm in west New York. East Hill Creamery is located in the Stadium Exhibit Building.

**Echoes of Retro**

Choose your topper, add embellishments, and create your own uniquely styled hat. Echoes of Retro is located in the North Exhibit Tent.

**Garden Street Market & Posh Petals**

Fresh cut flowers with boutique accents. Garden Street Market & Posh Petals is located in the Stadium Exhibit Building.

**Grain and Print**

Offering customers a wide assortment of handmade frames, tumblers, and patent prints, Grain and Print is located on the Northside of the Parke Exhibit Building.

**MooMo Studio**

Featuring Sunshine State inspired designs in print, as pillow covers, totes, coin purses and so much more. MooMo is located in the Parke Exhibit Building.

**Rising Star Leather**

Handmade leather items including wallets, purses, knives, utensils, computer cases, journals, and more. Rising Star Leather is located in the Stadium Exhibit Building.

**Schenck's Strawberry ICEE Throwdown and ICEE stand**

Schenck's Strawberry ICEE Throwdown will take Sunday, March 3, at 2 p.m. in the Stingray Entertainment Pavilion. The Schenck's Strawberry ICEE Throwdown is sponsored by Schenck's ICEE located on Edwards Street.

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**Shiver ‘n Sweat Woodwork**

Showcasing a variety of homemade peppermills, cheeseboards, bread boards and spoons. Shiver ‘n Sweat Woodwork is located on the South side of the Arthur Boring Building.

**Shrunk 3D Tampa**

A mobile 3D photography booth. Snap a photo and your image comes alive as a 3-D figurine. Shrunk 3D Tampa is located on East Independent.

**Southern Glam Boutique**

Trendy brands and styles of women’s clothing, bags, accessories, shoes, and more. Southern Glam Boutique is located in the Entenmann’s Strawberry Tent.

**Southern Style Sweet Tees**

Showcasing the original Florida Man & Pirate Dog Designs, including shirts, flags, koozies, hats, hoodies and more. Southern Style Sweet Tees is located Southwest corner of the Parke Exhibit Building.

**The Mice of Dumpler Book Series**

Carrying a wide variety of The Mice of Dumpler children’s books chronicling the adventures of the beloved character. The Mice of Dumpler Book Series is located on the West side of the Softub Carriage House.

**The Royal Tea Shoppe**

Selling a wide array of loose-leaf teas, cookies, scones, and all things high tea! The Royal Tea Shoppe is located in the Parke Exhibit Building.

**The Wooden Fence**

Specializing in leather and wood handmade items, including keychains, charms, and earrings. The Wooden Fence is located on the East side of the Softub Carriage House.

**Thorns, Roses, & Puppy Noses**

Unique folded book art in a variety of designs. Thorns, Roses, & Puppy Noses is located in the Stadium Exhibit Building.

**Wall Attire by Hesselgesser**

Custom, original, hand-crafted paintings ranging in size from 8x10 to 48x48. Wall Attire by Hesselgesser is located in the TECO Expo Hall.

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New features and attractions are:

### **Florida Strawberry Festival App**

We are APPsolutely ecstatic to bring you the Florida Strawberry Festival mobile app! Easily plan and customize your visit to BerryFest24 using features that help you with tickets, food, events, parking, and more. Download now from the App Store or Google Play.

### **Florida Strawberry Festival History Center, Strawberry Queens Exhibit and Gift Shop**

The Florida Strawberry Festival is proud to showcase our nearly 90-year history with a new permanent exhibit in the Milton E. Hull Building. The nearly 2,500 square feet of exhibits cover five thematic topics that span the history and culture of the Festival. The history center will be the new home of the Strawberry Queens Exhibit.

### **Lowe's Kid's Workshop**

On Monday, March 4 at 3 p.m. is the Lowe's Kid's Workshop located near East Independent.

### **The Berry QUESTival presented by Wendy's**

Are you ready for your mission? The Berry QUESTival, presented by Wendy's, is waiting for you. Download our app and join in the FUN! Follow the BERRY helpful clues to solve the riddles. Bring your completed trivia to the Parke Exhibit Building Information Booth anytime before closing to retrieve your prize. Share the fun on social with #berryfest24 #theberryquestival – remember to keep the answers our SWEET secret!

### **Florida Strawberry Festival Murals “Strawberry Fields Forever” and “Raining Berries”**

Located near the Southeast entrance of the Stadium Exhibit Building and the Uncommon USA Information Booth located inside the Parke Exhibit Building. Tag us at #floridastrawberryfestival and share your memories on social!

### **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, nearly 600,000 visitors enjoy the Festival's headline entertainment, youth livestock shows, exhibits of commerce and, of course, its strawberry shortcake. The 2024 Florida Strawberry Festival will take place February 29 – March 10 in Plant City, Fla. For more information, visit [www.flstrawberryfestival.com](http://www.flstrawberryfestival.com), Facebook, Instagram, Tik Tok and X, formerly known as, Twitter (#BerryFest24).

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