



News Release

For Immediate Release

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Festival Announces New Foods, Vendors, Free Entertainment and More at BerryFest25

PLANT CITY, Fla. (Feb. 25, 2025) – Get ready, food and entertainment lovers! The Florida Strawberry Festival is back with an incredible lineup of new, mouthwatering treats that celebrate our favorite berry in the most creative ways. From sweet to savory, these must-try delights are sure to make your taste buds dance!

“‘The Stage Is Set’ for an unforgettable Florida Strawberry Festival this year! With exciting new attractions, a brand-new Midway experience, mouthwatering food creations, and an incredible lineup of vendors, we’re bringing our guests more to see, do, and taste than ever before,” said Florida Strawberry Festival President Kyle Robinson. “Whether it’s the thrilling rides, the delicious strawberry-inspired treats, or the one-of-a-kind shopping, this year’s festival is designed to be bigger, better, and more exciting for the whole family. We can’t wait to welcome everyone to Plant City for another amazing celebration of our community and our beloved strawberries!”

The Festival is also excited to present a vibrant lineup of free entertainment and attractions for BerryFest25. Artists, contests, animal exhibits, dog shows, and so much more comprise this year’s lineup of new performers, special events, features and services.

New Festival on grounds entertainment in the Publix Showcase Tent:

Amazing Veranica & Her Incredible Friends

A dog-gone good show for the whole family, Amazing Veranica & Her Incredible Friends are bringing laughs, tricks, and talent to BerryFest25. See their show daily at 11 a.m., 1 p.m., & 3 p.m. in the Publix Showcase Tent. There is NO 11 a.m. show on March 2. Amazing Veranica & Her Incredible Friends are sponsored by Fifth Third Bank.

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Valley's End

Valley's End is a singer/songwriter band who, through storytelling, music and ministry, lead a heartfelt worship experience. See Valley's End at 6 p.m. in the Publix Showcase Tent on Thursday, February 27 at 6 p.m.

"An Evening with Patsy" featuring the Soundtraxx Band

Patsy Cline, a country music legend, is known for hits like "Crazy" and "I Fall to Pieces," blending country, pop, and honky-tonk with a soulful voice that left a lasting impact. The Soundtraxx Band is a tribute act dedicated to recreating her iconic sound, honoring Cline's legacy and bringing her timeless music to new audiences. "An Evening with Patsy" featuring the Soundtraxx Band is at 6 p.m. in the Publix Showcase Tent on Sunday, March 2nd.

Darrell Sikes Band

Professional and seasoned musicians bringing Country & Southern Rock style live entertainment to BerryFest25! The Darrell Sykes Band combines their extensive arsenal of popular covers with original songwriting tunes to create a night of anticipation and FUN! See the Darrell Sykes Band at 6 p.m. in the Publix Showcase Tent on Monday, March 3rd.

Bryce Mauldin

Bryce Mauldin is bringing the Sunshine State heat to the Nashville Country Music scene. His ability to catch the attention of country music fans spanning from classic country to contemporary, with covers and original music, led him to viral fame on all social media platforms. Bryce brings a style that is all his own and captures every age of country music in his songs. He strives to write music that is not only relatable to his own life but gives a voice to his fans in their life experiences. Performing at BerryFest25 on Saturday, March 8th, see Bryce Mauldin at 6 p.m. in the Publix Showcase Tent.

New Festival on grounds entertainment in the Entenmann's Strawberry Tent:

HILBY the Skinny German Juggle Boy

Bringing his wacky comedy and technical skill to BerryFest25. Using unicycles, bowling balls, and even hedge trimmers, HILBY's show will bring laughs and entertainment to the whole family. See him at noon, 2 p.m., and 5 p.m. Monday through Thursday with additional 7 p.m. shows on Fridays, Saturdays, and Sundays.

New Festival on grounds entertainment in the Stingray Chevrolet Entertainment Pavilion:

Strawberry Pizza Pie Eating Contest

Compete to finish an 18-inch pizza topped with strawberries instead of pepperoni! The first to finish wins a trophy. Register at Spaghetti Eddie's concession stand on the north side of the Stingray Chevrolet Entertainment Pavilion or by scanning the QR code at the north entrance.

New Festival on grounds entertainment:

Wheels of Agriculture Game Show

An interactive game show for the whole family, the Wheels of Agriculture will test BerryFest25 guests on your knowledge of animals, plants, food groups, farms, and more. Join in the fun daily at 11 a.m., 2 p.m., and 5 p.m. with an additional 7 p.m. on Fridays, Saturdays, and Sundays. The Wheels of Agriculture Game Show is sponsored by Vision Auto Glass.

SQUAWK! The Amazing Bird Show

Fly on over to BerryFest25 to see SQUAWK! The Amazing Bird Show featuring parrots with skill, speaking ability, and incredible intelligence. Catch SQUAWK daily at 11:30 a.m., 1:30 p.m., 4:30 p.m. and 6:30 p.m. SQUAWK! The Amazing Bird Show is sponsored by Central Florida Exterior.

Buford Bear & His Miniature Truck

Buford Bear and His Miniature Truck are rolling into BerryFest25 to meet you and your kiddos. Meet Buford and his lovable "hillbilly bear" personality daily at noon, 2 p.m., and 5 p.m. with additional 7 p.m. appearances on Saturdays and Sundays. Buford Bear and His Miniature Truck is sponsored by All American Gutter Protection.

Butterfly Kingdom

Experience the beauty of Butterfly Kingdom during your visit to BerryFest25. Feed hundreds of live butterflies, learn their life cycle and how to fix a broken wing, and take home your very own butterfly hatching kit. Butterfly Kingdom, located on Ford Lane, is sponsored by Witt Fence Co.

New Festival food highlights are:

Chocolate Covered Strawberry Lemonade

A delightful mix of rich chocolate and refreshing strawberry lemonade located at George's Fun Foods near Edwards Street.

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Corn in a Cup

A festival staple, but better! Located at Old Style Foods near the SUN 'n FUN Aerospace Kidde Korral.

Deep-Fried Strawberry Shortcake

A crispy, deep-fried twist on a classic strawberry shortcake located at KD Concessions on Edwards Street.

Deep-Fried Strawberry Shortcake Roll

Strawberry and Cream Cake Roll are coated in funnel cake batter and fried to a crispy, golden perfection. They're then finished with a dusting of powdered sugar, a smooth cream cheese frosting, and a sweet strawberry crunch topping. The Deep-Fried Strawberry Shortcake Roll is located at Prowant Specialty near Gate 16.

Fried Catfish

Coated with our special blend of seasonings, passed down through generations, fried to perfection, and served with our signature tartar sauce! Fried Catfish is located at Grub & Go on the southside.

Gluten-Free Chocolate Chip Cookies

NEW FOOD VENDOR ALERT! Just like grandma's homemade cookies! Enjoy ooey, gooey, warm, and chocolatey gluten-free chocolate chip cookies that are sure to melt in your mouth! Sugar Mama's GF Sweet Treats is located near Gate 16 at the West side entrance of the GT Grandstands.

Hot Honey Chick Bacon Grilled Cheese

A perfect mix of sweet, spicy, and savory, this crispy grilled cheese with hot honey, chicken, and bacon is located at Sunshine Concessions just outside the northside of TECO Expo Hall.

Jolly Rancher Dreamsicle

A fun, frozen treat featuring tangy Jolly Rancher slush, creamy vanilla soft serve, and a crunchy Nerds candy topping— a perfect blend of sweet, tart, and playful flavors located at Apple Fries near the Stadium Exhibit Building.

Monsta Mozz

A monstrous mozzarella treat located at Wisconsin Cheese near the Publix Showcase Tent.

Pizza Cubano

A homemade roasted pork Cuban topped with Parmesan ranch sauce, pickles, mozzarella cheese, and a sprinkle of Cuban spice, served with Cuban mustard. The perfect spin to a

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traditional Cuban. Pizza Cubano is located at Spaghetti Eddie's near the Stingray Chevrolet Entertainment Pavilion.

Salted Caramel Cinnamon Bun

A salty and sweet spin on a classic cinnamon bun swirled with cinnamon, brown sugar, and butter, topped with frosting, drizzled with silky salted caramel, and finished with a sprinkle of sea salt. Available at The Cinnamon Saloon near the Parke Exhibit Building.

ShackleBerry Shark Slush

A bold and fruity frozen drink with a bite! Perfectly refreshing for the whole family on a hot Festival day. Find it at Moose Joose Slush on Woodrow Wilson.

Smoked Gouda Mac & Cheese

NEW FOOD VENDOR! Sample a creamy, cheesy, and smoky, comfort food favorite at Brody's Mac & Cheese located on Edwards Street.

Strawberry Banana Mr. Pibb Dirty Soda

A refreshing twist on the viral dirty soda trend, this strawberry-banana-infused Mr. Pibb is available at Moose Joose Slush on Woodrow Wilson.

Sweet Missions located in the Softub Spas Carriage House has several strawberry creations:

- **Strawberry Cookie Dippers** – Perfect for dipping into sweet strawberry sauce.
- **Strawberry Crunch Cake** – Layers of strawberry goodness with a satisfying crunch.
- **Sweet Strawberry Salad** – A refreshing mix of greens, strawberries, and a flavorful dressing.
- **Strawberry Crunch Berries** – A deliciously crunchy strawberry treat.
- **Strawberry Crunch Dessert Cup** – A portable, layered strawberry delight.
- **Strawberry Pecan Chicken Salad** – A unique blend of sweet strawberries and savory pecan chicken.
- **Strawberry Crunch Waffle Chips** - Our Strawberry Crunch Waffle Chips are made from waffle cone pieces drizzled with vanilla glaze and topped with signature strawberry crunch.

Strawberry Cannoli Funnel Cake

A decadent take on a Festival classic, available at Best Around Concessions near the Candyland Warehouse.

Strawberries & Cream Cinnamon Roll

A warm, fluffy cinnamon roll topped with sweet strawberries and cream, available at Grandma Brown's Cinnamon Rolls next to the Softub Spas Carriage House.

Strawberry Pop-Tart Funnel Cake

A nostalgic favorite meets festival fun in this indulgent dessert located at George's Fun Foods on Edwards Street.

Strawberry Slaw Dog

NEW FOOD VENDOR! The strawberry slaw dog combines a savory mini sausage in a toasted bun with sweet, tangy strawberry slaw. Topped with strawberry sauce or fresh slices, it offers a delicious fusion of sweet and savory located at Plant City Athletics Booster Club located in the Arthur Boring Building.

Strawberry Mini Pancakes

Pancake batter infused with real strawberries, topped with a drizzle of condensed milk and strawberry glaze, finished with whipped cream, diced strawberries, a chocolate drizzle, and garnished with a chocolate-covered strawberry. These sweet treats are located at A&M Concessions on Edwards Street.

Sesame Sweet Heat Po Boy

Fried Oyster Mushroom or Cauliflower tossed in house made Sesame sriracha sauce on toasted bun with Asian cabbage slaw, spicy pickles, sriracha crema, toasted sesame seeds, chopped cilantro, sliced jalapeno pepper. The Sesame Sweet Heat Po Boy is located at Seasoned Greens near the West side of the GT Grandstands.

Strawberry Wings

Perfectly fried chicken wings, coated in a sweet strawberry glaze, and garnished with sesame seeds and scallions. Strawberry Wings can be found at Grub & Go and is located on the Southside South of the Parke Exhibit Building.

With these incredible new flavors and fan-favorite classics, the Florida Strawberry Festival is the ultimate destination for food lovers! Be sure to stop by and try these delicious creations before they're gone. Be sure to download the Florida Strawberry Festival's app for more information on vendor name, food items and location.

New Festival services, attractions and special events are:

Berry Safe Kids

While we work hard to maintain a safe environment for all, we recognize that the size and excitement of the Florida Strawberry Festival can be overwhelming for little ones. Berry Safe Kids is another way we're prioritizing the safety and well-being of our youngest guests. For additional information stop by the Lost & Found Caboose.

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ByHeart Mother & Baby Suite

The ByHeart Mother & Baby Suite provides a quiet, comfortable, and private space for mothers to nurse, pump, or care for their little ones. Equipped with cozy seating, changing stations, and a peaceful atmosphere, this dedicated area ensures that moms and babies have a relaxing retreat amidst the festival excitement. Located inside the TECO Expo Hall, near the West entrance.

Citizens Bank & Trust Comfort Zone

This shaded area provides a welcoming space for guests of all ages to take a break, relax at the tables and chairs, and enjoy the refreshing cool mist fans provided by our generous sponsor. Whether you need a moment to recharge or escape the Florida heat, this is the perfect spot to unwind before heading back out for more festival fun.

Deggeller Attractions Inc.

For guests of all ages, time spent on the Deggeller Attractions Inc. midway at the Florida Strawberry Festival is often a highlight of their visit. For many, it's a chance to turn and churn, ride and roar, and enjoy adrenaline-pumping action of all kinds. Over 80 rides, games, and attractions await you like never before on this year's midway located near the Charlie Grimes Family Agricultural Center and the SUN 'n FUN Aerospace Expo Kiddie Korral.

Festival Parking Lots

There are 13 Festival parking lots surrounding the grounds. These are manned by local churches and non-profit organizations. The lots are easily accessible to gates 1, 16, 14, 13, 10, and 5, depending on where the lot is located. For more information on parking and accessibility, visit our website or the Florida Strawberry Festival's app.

Florida Strawberry Festival Queen & Court Meet 'n Greet

The 2025 Florida Strawberry Festival Queen and Court will host a MEET 'n GREET Monday, March 3 at 5:30 p.m. and Saturday, March 8 at 2:30 p.m. at The Orthotic Works Gazebo.

Home Depot Kid's Workshop

SPECIAL EVENT! Bring the kiddos by the Berry Big Wheel on Monday, March 3rd to take part in the Home Depot Kids Workshop! With instruction from Home Depot pros, they'll get a hands-on experience making crafts to take home and enjoy.

NEW T-Mobile Tram Stop at BerryFest Place

Trams run daily from the blue, red and gray parking lots to the Festival's entry Gate 10 and 14 as well as the corner of BerryFest Place and Oak Avenue near Gate 1 and Gate 5.

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The Berry QUESTival, presented by Wendy's

Download the Festival's app and join the fun as you follow berry helpful clues to solve the riddles. Once you've completed your hunt, head over to the Parke Exhibit Building Information Booth before closing to claim your prize. Don't forget to share your adventure on social media using #berryfest25 #theberryquestival – but remember, keep those answers our sweet little secret!

New Festival food and craft vendors include:

Brite Future

Add a touch of magic to your world with our stunning tiaras and enchanting music boxes! Perfect for special occasions or simply for feeling like royalty, our beautifully crafted tiaras bring elegance and sparkle, while our music boxes create a whimsical atmosphere with their timeless melodies. These treasures make the perfect gifts or a delightful treat for yourself! Brite Future is located in the Stadium Exhibit Building.

Burger 21

A delicious selection of gourmet burgers, hot dogs, and sides to satisfy any craving! Don't forget the crispy fries, and sweet treats like strawberry shortcake bars! Grab a bottled drink or Powerade to complete your meal. Burger 21 is located on Ford Lane.

Fuse Me Baby

Permanent jewelry offers a unique and lasting way to wear your style. Crafted with durable materials like stainless steel, gold-filled, and sterling silver chains, these pieces are custom-fitted and welded seamlessly to create a jewelry experience that's both beautiful and permanent. No clasps, no hassle—just a perfect, effortless piece that stays with you! Fuse Me Baby is located in the Parke Exhibit Building.

Heart's Catering Concessions

Egg rolls like you've never had before! Savor Philly Cheesesteak Egg Rolls, Crab Rangoon Egg Rolls, Mac and Cheese Egg Rolls, and more, all packed with bold flavors and crispy perfection! Located near the Florida Strawberry Festival History Center & Gift Shop.

Just Beautiful by JB

Step into a world of adorable fashion at our girls' clothing and accessories boutique! From playful outfits to charming accessories, we offer a curated selection of stylish pieces that are perfect for every little one. With unique styles and a focus on quality, our boutique has everything to keep your girl looking fabulous and feeling confident. Just Beautiful is located in the TECO Expo Hall.

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Kendra Scott

Discover stunning jewelry from Kendra Scott, located just inside the East entrance of the Parke Exhibit Building. Find the perfect piece to add sparkle to your KS collection.

Laser Public Adjusting

Laser Public Adjusting will be available at two locations, near the Entenmann's Strawberry Tent and Parke Exhibit Building. Stop by for assistance with property damage claims related to storms and flooding. Stop by for expert help navigating the claims process.

Louisiana Hot Sauce

Established in 1928, Louisiana Hot Sauce offers a range of flavorful condiments crafted from aged peppers and vinegar. Their lineup includes the classic Original Hot Sauce, as well as varieties like Smoked Chipotle, Garlic Lovers, and Tangy Taco. Louisiana Hot Sauce is located just outside the Amscot Main Ticket Gate, Gate 1.

Lumberjack's Arctic Treats

Specializing in freeze-dried candies and desserts, they transform classic sweets into light, airy, and flavorful treats, offering a unique snacking experience. Lumberjack's Arctic treats is located near the Northeast corner of the Wish Farms Soundstage.

Michigan Moon

Keep pesky bugs at bay with Michigan Moon Bug Repellent Products! Made with natural ingredients, our effective formulas provide long-lasting protection from mosquitoes and other insects, so you can enjoy the great outdoors without worry. Safe, eco-friendly, and perfect for all your outdoor adventures! Michigan Moon is located next to the Solution Source Construction Box Office.

Oli's Market

Discover the cozy charm of Handmade Crochet Plushies, lovingly crafted to bring a little joy to your day! Plus, for those eager to learn, our step-by-step beginner crochet kits make it easy to start your own crochet journey. Perfect for crafters of all levels, these kits come with everything you need to create your own adorable plushie creations! Oli's Market is located in the Parke Exhibit Building.

Pens Made From Braun

Discover the artistry of custom hand-turned writing pens and unique handcrafted items, made from exquisite woods and other fine materials. Each piece is carefully crafted to perfection, offering both beauty and functionality in every detail. Ideal for gifting or adding a personal touch to your collection! Pens Made From Braun is located in the Parke Exhibit Building.

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Powers Bedding

Experience ultimate comfort and quality with Powers Bedding! Crafted for restful nights, our bedding collections are designed to provide the perfect blend of support and softness. Whether you're upgrading your bed or creating a cozy retreat, Powers Bedding helps you sleep soundly and wake up refreshed. Powers Bedding is located in the Stadium Exhibit Building.

Premier Portable Buildings

Looking for a portable building? Premier Portable Buildings is located near the Northeast corner of the Wish Farms Soundstage, next to the General RV display. Stop by to explore their high-quality portable solutions.

Neck Breaker Chains

Make a bold statement with Neck Breaker Chains! Crafted with eye-catching designs and durable materials, these chains are the perfect accessory to elevate any outfit. Whether you're looking to stand out or add some extra flair, Neck Breaker Chains bring confidence and style to your look. Neck Breaker Chains is located on Edwards Street.

VibraTec

Experience the ultimate relaxation with VibraTec's foot massager! Elevate your experience with VibraTec, where innovation meets performance. Offering cutting-edge technology and top-tier products, VibraTec delivers unmatched quality and precision for all your needs. Visit them in the Parke Exhibit Building and enjoy the soothing benefits of their unique product.

Stress Slime Stop

Unleash your creativity with our Slime and Sensory Kits, designed for both kids and adults! Whether you're looking to relax, de-stress, or just have fun, these kits offer endless tactile enjoyment. Packed with vibrant colors and fun textures, they're perfect for sensory play and hours of interactive fun for all ages! Stress Slime Stop is in the Entenmann's Strawberry Tent.

Sunny South Love

Discover the charm of Southern hospitality with Sunny South Love offering beautifully crafted home décor and accessories. From rustic farmhouse accents to heartfelt handmade treasures, each piece reflects warmth, faith, and the spirit of community. Add a touch of southern elegance to your home with unique finds that celebrate tradition, love, and local craftsmanship. Sunny South Love is located in the TECO Expo Hall.

Sweet Roots Apparel

Sweet Roots Apparel offers boutique-style clothing and accessories that combine comfort, style, and a touch of personality. From trendy outfits to timeless pieces, each item is handpicked to help you express your unique style with ease. Perfect for everyday wear or special occasions,

Sweet Roots is your go-to for fashion that feels as good as it looks! Sweet Roots Apparel is in the Stadium Exhibit Building.

The Crêpe Company

The Crepe Company offers a delightful selection of freshly made crepes, perfect for any craving! Whether you're in the mood for a sweet treat or a savory snack, their delicious, handmade crepes are sure to satisfy. Enjoy a variety of toppings and fillings, crafted to perfection with every bite. The Crêpe Company is located next to the Bank of Tampa Berry Big Wheel.

The Hyppo

The Hyppo vendor offers a refreshing twist on classic treats with their all-natural, real fruit popsicles. Made from fresh, high-quality ingredients, these popsicles are packed with vibrant flavors and no artificial additives. Perfect for a cool, guilt-free snack, they're a must-try for anyone looking to enjoy a delicious, healthy treat at the Festival! The Hyppo is located in the Arthur Boring Building.

Tiny Toasts & Crossbody Bags

Showcasing a variety of berry-themed merchandise, including collectible Yeti inspired cups and stylish Lululemon dupe sling bags. These trendy sacks are perfect for those looking for functional yet fashionable accessories. Tiny Toast & Crossbody Bags is in the Parke Exhibit Building.

The Market Milkshake Bar

Indulge in our gourmet milkshakes, featuring irresistible flavors like Dulce de Leche, Cookie Dough, Cookies and Cream, Ferrero Rocher, and many more! The Market Milkshake Bar is located near the Florida Strawberry Festival History Center.

The Pickle Patch

The Pickle Patch brings you the tangy, crunchy goodness of fresh, hand-crafted pickles in a jar! From classic dill to unique flavors, their deliciously brined pickles are packed with bold taste and perfect for any pickle lover. Stop by and discover your new favorite pickle today, located in the Parke Exhibit Building.

The Petal Co.

Create your own custom bouquet at their fresh flower bouquet bar! Choose from a beautiful selection of vibrant, hand-picked flowers and arrange them just the way you like. Whether you're celebrating a special occasion or simply brightening your day, our fresh blooms are sure to bring a smile to your face. The Petal Co. is in the Stadium Exhibit Building.

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For more information about food, entertainment, ticket details, and more, download our app or visit www.flstrawberryfestival.com.

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, more than 600,000 visitors enjoy the Festival's headline entertainment, youth livestock shows, exhibits of commerce and, of course, its strawberry shortcake. The 2025 Florida Strawberry Festival will take place February 27 – March 9 in Plant City, Fla. For more information, visit www.flstrawberryfestival.com, download our app, Facebook, Instagram, Tik Tok, YouTube and X (#BerryFest25).

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