



News Release

For Immediate Release

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Florida Strawberry Festival Shortcake eating champion announced

PLANT CITY, Fla. (March 7, 2025) – The Florida Strawberry Festival announced the winner of its annual Strawberry Shortcake Eating Contest that took place yesterday on the Festival grounds.

Ten competitors were drawn at random to participate in the event and were each served a four-pound shortcake with whipped cream and strawberries. The first eight minutes of the competition the competitors could use a spoon to eat the sweet desserts. For the remaining two minutes, it was hands only.

Ellamae Hanley from Canada 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 Make Your Own Shortcake 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, Deep-Fried Strawberry Shortcake on a Stick, Strawberry Pizza Pie Eating Contest, Strawberry Mashed Potato Pie Eating Contest and Amish Donut Eating Contest all take place during the 11-day event in the Stingray Chevrolet Entertainment Pavilion.

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, Facebook, Instagram, X and YouTube (#berryfest25).

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