



News Release

For Immediate Release

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Discounted Admission Tickets for BerryFest26 on Sale at Publix Super Markets

PLANT CITY, FL (Jan. 29, 2026) – The Florida Strawberry Festival is pleased to announce that discounted admission tickets for the 2026 Festival will be available for purchase starting in February at participating Publix Super Market stores throughout Central Florida.

Advance discounted tickets will be sold at Publix from February 1 through March 8, coinciding with the 11-day Festival, which runs February 26 through March 8, 2026, in Plant City, Florida.

Advance discounted admission prices:

- Adults (ages 13 and up): \$10
- Children (ages 6-12): \$4
- Children 5 and under: FREE with a paying adult

“We are excited to bring BerryFest26 back to life with more fun, flavor, and family memories,” said Florida Strawberry Festival Chairman Pam Warnock. “Our ongoing partnership with Publix Super Markets helps make it easy and affordable for guests to secure their Festival admission early and join us in celebrating our rich strawberry heritage, world-class entertainment, and community spirit.”

More than 250 Publix stores across participating counties will offer discounted admission tickets while also promoting the Festival to their customers.

In addition, Publix will again sponsor Food and Fun Friday on Friday, February 27. Festival guests who bring a Publix-branded or GreenWise non-perishable food item to the Midway will receive a \$5 discount on a \$30 ride wristband. For more information about participating Publix locations or Publix Food and Fun Friday, visit www.flstrawberryfestival.com.

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About the Florida Strawberry Festival

The Florida Strawberry Festival is an 11-day community celebration of the strawberry harvest and agricultural heritage of Eastern Hillsborough County. Each year, more than 650,000 visitors enjoy headline entertainment, livestock shows, exhibits of commerce and arts, parades, contests, midway rides, and, of course, delicious strawberries and strawberry shortcake. The 2026 Florida Strawberry Festival, will be held February 26 through March 8, 2026 in Plant City, Fla. For more information, visit www.flstrawberryfestival.com, Facebook, Instagram, TikTok, YouTube, and X (#berryfest26).

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