



News Release

For Immediate Release

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Festival Unveils Exciting New Foods, Services and Specials for BerryFest26

Plant City, Fla., Feb. 24, 2026 – The Florida Strawberry Festival is serving up an all-new lineup of mouthwatering food creations, giving guests even more delicious reasons to indulge during this year’s Festival. From sweet strawberry-inspired treats to bold, savory surprises, these new menu items showcase the creativity and culinary flair of longtime Festival favorites and first-time vendors alike.

“The Florida Strawberry Festival has always been rooted in tradition, but we’re proud to continue finding new ways to grow,” said Florida Strawberry Festival President Kyle Robinson. “From innovative new food offerings to the addition of new buildings on our grounds, each year brings something fresh for our guests to experience. The theme ‘Still Growing’ reflects not only our agricultural heritage, but our ongoing commitment to enhancing the Festival for future generations.”

Festivalgoers can expect classic comfort foods with a twist, globally inspired flavors, and, of course, plenty of strawberries featured in imaginative and irresistible ways. Below is a preview of the newest food offerings debuting at this year’s Florida Strawberry Festival:

New Food Items

Strawberry Crunch Funnel Cake with Lemon frosting – Prowant Specialty

Our Strawberry Crunch Funnel Cakes with lemon frosting are made with strawberry cake batter and topped with powdered sugar, a sweet-tart lemon vanilla glaze, and our homemade strawberry crunch inspired by the classic strawberry shortcake ice cream bar. Located near Gate 16, West Grandstand Entrance.

Hot Honey Apple Fries – Crumpets Concession/Apple Fries

Fresh apple fries drizzled with warm honey infused with a spicy kick, blending sweet heat with a Festival favorite. Under the GT Grandstands on the westside.

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Penne Pickle Pasta – Spaghetti Eddies

Creamy penne pasta tossed with tangy pickles, combining comfort food with a bold, unexpected twist. Located near the Stingray Chevrolet Entertainment Pavilion.

Strawberry Campfire Crunch Melt – Sunshine Concessions of Hernando County

A golden, buttery grilled sandwich filled with melty marshmallows, rich Nutella, crushed graham crackers, and sweet strawberry jam—bringing classic campfire s'mores flavors together with a fruity twist. Northside of grounds, near Wish Farms Soundstage.

Gourmet Mac & Cheese Trio – Brody's Mac & Cheese

Three indulgent takes on a classic favorite:

- **Chicken Teriyaki Mac & Cheese** – Savory teriyaki chicken folded into creamy mac.
- **White Cheddar Truffle Mac & Cheese** – Rich white cheddar with a hint of truffle elegance.
- **Buffalo Mac & Cheese** – Spicy buffalo flavor with a cheesy finish.

Located on Edwards Street, West of the GT Granstands.

Dubai Strawberry Chocolate Cups – Super Crunch

Fresh strawberries layered with rich chocolate and crunchy textures inspired by popular Dubai dessert trends. Located in the TECO Expo Hall.

Cotton Candy Lemonade- Maddi's Lemonade introduces a new lemonade creation featuring fresh-squeezed lemonade infused with cotton candy flavor and topped with a fluffy tuft of cotton candy—sweet, fun, and still refreshingly light. Located East of TECO Expo Hall.

Dubai Chocolate Strawberry Slush- Moose Juice Slush features a chocolate-drizzled cup filled with refreshing strawberry slush, topped with fresh Plant City strawberries, rich Dubai chocolate, pistachio cream, and whipped cream—an indulgent treat sure to satisfy any sweet craving. Located East of TECO Expo Hall.

Dubai Chocolate Truffles with Pistachio Cream – Orme's Deep Fried Treats

Decadent chocolate truffles filled with smooth pistachio cream for a luxurious bite on a stick. Located on East Independent, near the Stingray Chevrolet Corvette Vehicle display.

Strawberry Banana Bliss Smoothie – Cinnamon Bun Saloon

A refreshing blend of strawberries and bananas, perfectly smooth and sweet. Southside of grounds.

Strawberry Cinnamon Bun à la Mode – Cinnamon Bun Saloon

A warm strawberry-topped cinnamon bun served with a scoop of ice cream for the ultimate dessert experience. Southside of grounds.

Deep Fried Uncrustable – Plant City Black Heritage Booth

A childhood favorite taken to the next level—crispy on the outside, warm and gooey on the inside. North of Teco Expo Hall.

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Strawberry BBQ Egg Roll – Double T Enterprises

A bold fusion featuring savory barbecue flavors with a touch of strawberry sweetness wrapped in a crispy egg roll. Located West of Arthur Boring Building.

Maple Cotton Candy and Maple Popcorn- J and Y Sales Inc.

Delivering a sweet spin on classic treats, J and Y Sales features a rich maple flavor cotton candy and maple flavored fresh popcorn. Located in the BayCare Center.

Poor Porker with Strawberry Sauce- Sandy Ann's Fried Pies

Slow-cooked, tender pork topped with a sweet strawberry sauce, wrapped in Sandy Ann's signature flaky fried pie crust. A perfect balance of savory and sweet. Located on East Independent, near the Stingray Chevrolet Corvette vehicle display.

Royal Strawberry SnoBall- Pelican's SnoBalls

Strawberry SnoBall with Strawberry Sno Cream, Whipped Cream and Strawberry Drizzle. Located West of the Arthur Boring Building.

Strawberry Festival Shortcake SnoBall- Pelican's SnoBalls

A strawberry shortcake-inspired SnoBall topped with vanilla Sno Cream, whipped cream, and graham cracker crumbles. Located West of the Arthur Boring Building.

Strawberry Matcha Funnel Cake- Seasoned Greens

Crispy, golden funnel cake made with a delicately matcha-infused batter, dusted to perfection and layered with fresh, juicy strawberries. Finished with a swirl of silky non-dairy cream and a sprinkle of buttery graham cracker crumbles for the perfect balance of earthy, sweet, and crunchy in every bite. Located GT Grandstand entrance, near Gate 16.

Strawberry Crunch Nachos – Sweet Missions

Sweet waffle cone chips, cheesecake dip, fresh strawberries, strawberry crunch topping, and a sweet glaze drizzle. Located on the westside of Softtub Carriage House.

Strawberry Decker - Plant City High School Band Raider Regiment

Creamy strawberry ice cream stacked between two warm, chewy chocolate chip cookies—sweet, cool, and perfectly indulgent. Located inside Stadium Exhibit Building.

Strawberry Dubai Funnel Cake- Best Around

A golden, crispy funnel cake piled high with fresh strawberries, drizzled with rich chocolate and sweet strawberry sauce, then finished with a touch of powdered sugar and indulgent flair. A decadent twist on a festival favorite that tastes as luxurious as it looks! Located North of BayCare Center.

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New Guest Experiences/Services

Guests will notice exciting enhancements across the Festival grounds, including new buildings and upgraded guest services designed to improve comfort and convenience. These additions reflect the festival's continued commitment to creating a welcoming, accessible, and enjoyable experience for all attendees.

Central Florida Exterior Comfort Zone

Provides shaded seating, misting fans, and charging stations — a perfect place to recharge during the day. Nestled in between the West end of the Stadium Exhibit Hall and Parke Exhibit Building.

Sweet Picks Gift Shop

The Festival's official merchandise store, offering guests a one-stop shop for all things Florida Strawberry Festival. From exclusive Festival-branded apparel, Mr. and Miss Berry Plush Pals, and accessories to keepsakes and collectibles, Sweet Picks is the perfect place to take home a piece of the Festival and celebrate the traditions, memories, and spirit that make it so special. Located inside the Florida Strawberry Festival History Center & Strawberry Queen's Exhibit.

Berry Big Wheel, Celebrating America's 250

Take your festival experience to new heights on the tallest traveling Ferris wheel, the Berry Big Wheel, at the Festival, proudly sponsored by The Bank of Tampa. Enjoy breathtaking views of the fairgrounds and the Plant City skyline as you soar above the excitement. It's the perfect way to make lasting memories with family and friends—one spectacular spin at a time. Located on the eastside of the Festival grounds.

T-Mobile Tram Services and Parking Updates

Guests visiting the Festival this year will benefit from enhanced parking and T-Mobile Tram Services designed to create a smoother, more convenient arrival experience. Expanded parking options now feature easy-to-identify, color-coded lot designations, helping guests quickly locate and remember where they parked. In addition, several new tram stops have been added throughout the parking areas, allowing for faster and more accessible transportation to Festival gates. These improvements are part of the Festival's ongoing commitment to helping guests spend less time navigating logistics and more time enjoying all the food, entertainment, exhibits, and family-friendly fun BerryFest26 has to offer.

BayCare Center

We're proud to unveil our new 15,000 square-foot multipurpose building, designed with comfort, convenience, and community in mind. This sprawling space features climate-controlled men's and women's restrooms, the Entenmann's Stage, a welcoming open seating area, space for nearly 20 craft vendors, and even a permanent shortcake booth—because what's the Festival without shortcake. Located just north of the Milton E. Hull building and just south of Gate One, this facility is more than just a Festival hub. With easy accessibility, multiple entry points for smooth

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in-and-out flow, and reliable internet access, it's the perfect year-round venue for parties, receptions, corporate events, consumer trade shows, competitions, and more. And the best part? It's now available on our year-round rental list, ready to host events of all kinds. We can't wait to welcome you into this brand-new space!

Suncoast Credit Union Youth Ag Quiz Bowl

Join us on Monday, March 2, at 11:30am in the Stingray Chevrolet Entertainment Pavilion for the Suncoast Credit Union Youth Ag Quiz Bowl. This exciting competition brings together bright young minds to test their knowledge of agriculture, leadership, and industry topics in a fast-paced, team-based challenge. Come cheer on our future agricultural leaders as they showcase their skills, passion, and dedication to the industry that helps our community grow.

The Berry Questival Scavenger Hunt, presented by Wendy's

Get ready for more adventure on The Berry Questival, presented by Wendy's! This interactive festival experience invites guests of all ages to join the fun with exciting challenges, engaging activities, and sweet surprises along the way. It's the perfect way to explore the Florida Strawberry Festival in a whole new way while making berry special memories with family and friends. Your reward can be picked up at the Uncommon USA Information Booth located in the Parke Exhibit Building.

Adelson Field Restrooms

We're excited to unveil brand-new restrooms on the midway- home of Deggeller Attractions Inc. dazzling rides and midway magic! Perfectly placed in the center of the grounds, these facilities include both men's and women's restrooms, a baby changing station for families on the go, and even a shaded porch with seating so you can relax while waiting on your crew. Comfort and convenience are now just steps away from all the midway fun!

Citizens Bank and Trust Village

Stretching 90 x 55 feet, our brand-new paved sunshade area offers the perfect spot to rest and recharge. With picnic tables, plenty of seating, and a bright strawberry-red canopy overhead, this shady retreat near Pioneer Skills is designed for comfort, conversation, and a cool pause before your next adventure around the Festival grounds.

Scandinavian Designs Mother & Baby Suite

The Festival continues to enhance the guest experience with family-focused amenities. Guests are invited to take advantage of the Scandinavian Designs Mother & Baby Suite, thoughtfully designed with calming, nature-inspired décor and comfortable furnishings to create a welcoming, family-friendly environment. Conveniently located on the west side of the TECO Expo Building, the suite offers semi-private space available on a first-come, first-served basis. The suite is open daily from 10 a.m. to 11 p.m., providing families extended access throughout their visit. Amenities also include access to electricity to support nursing and infant care needs.

UPDATED Ford Lane- NEW Tremor Tour

Experience power, performance, and capability at Ford Lane during the Florida Strawberry

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Festival! Featuring the new Ford Tremor Tour, guests can get an up-close look at the rugged Ford Explorer and the bold Ford Expedition. Discover advanced features, impressive off-road capability, and the innovation that makes Ford built for adventure. Stop by, explore the lineup, and see why Ford continues to lead the way in strength and style. Ford Lane is located on the West end of the Festival grounds, near the Grimes Family Agricultural Center.

New Special Days and Discounts

Festival attendees can look forward to expanded opportunities to enjoy the Florida Strawberry Festival with newly added days and special discount offerings EVERYDAY. From value-packed admission deals to savings on rides and attractions, guests will have more flexibility and affordable ways to experience everything the Festival has to offer.

Hungry Howie's Ride- A-Thon Day

New this year, the Festival is introducing Hungry Howie's Ride Day, offering guests a special savings opportunity on Wednesday, March 4. Patrons who present any Hungry Howie's register receipt or proof of purchase can receive \$5 off the \$25 ride wristband and enjoy most mechanical rides for just \$20. This new promotion adds even more value and fun for families and Festivalgoers looking to make the most of their visit.

Lazydays RV Ride -A-Thon Day

The Florida Strawberry Festival is also partnering with Lazydays RV to bring guests additional ride savings during Lazydays RV Ride Day, scheduled for Thursday, February 26, and Thursday, March 5. Patrons who present vouchers from the Lazydays RV on-site location can receive \$5 off the \$25 ride wristband and enjoy most mechanical rides for only \$20. This partnership offers Festival guests another exciting opportunity to experience the midway while taking advantage of added savings.

New On Grounds Entertainment

Nerdy Noah, BayCare Center – Entenmann's Stage

Get ready for laughs, learning, and larger-than-life fun with Nerdy Noah! This high-energy, interactive show blends comedy, science, and audience participation into an unforgettable experience for kids and families alike. Packed with surprises and hands-on excitement, Nerdy Noah proves that being smart is seriously cool!

Gizmo D. Robot, Daily from 10 a.m. – 6 p.m., Sponsored by All American Gutter Protection

Beep, bop, and boogie with Gizmo D. Robot! This crowd-favorite character brings futuristic fun to the festival with music, movement, and plenty of personality. With glowing lights and interactive antics, Gizmo is always ready to dance, entertain, and snap a few out-of-this-world selfies with guests.

Grandpa Crachet, Daily from 10 a.m. – 7 p.m., Sponsored by BayCare Kids

He's back and better than ever! Grandpa Crachet, the lovable "oldie but a goodie," returns to the

festival with his classic charm, quick wit, and nostalgic humor. Blending storytelling, comedy, and heartwarming moments, this fan favorite delivers timeless entertainment that keeps audiences smiling year after year.

Pretty Bird Paradise, Daily from 10 a.m. – 8 p.m.

Step into a world of vibrant color and exotic beauty at Pretty Bird Paradise. This interactive exhibit showcases stunning tropical birds in an up-close and educational experience perfect for all ages. Meet these feathered friends, learn fascinating facts, and capture picture-perfect memories throughout the day. Located on Ford Lane.

Richie & The High Street Rockers, Publix Showcase Tent, Sponsored by Fifth Third Bank

Turn up the volume with Richie & The High Street Rockers! Bringing high-energy performances and crowd-pleasing hits, this dynamic group delivers a rockin' good time for music lovers of all ages. Get ready to sing along, dance, and enjoy an electrifying show in the Publix Showcase Tent.

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 650,000 visitors enjoy the Festival's headline entertainment, youth livestock shows, exhibits of commerce and, of course, its strawberry shortcake. The 2026 Florida Strawberry Festival will take place February 26 – March 8 in Plant City, Fla. For more information, visit www.flstrawberryfestival.com, download our app, available on Google Play or the App Store, Facebook, Instagram, Tik Tok, YouTube and X (#BerryFest26).

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