



News Release

For Immediate Release

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Florida Strawberry Festival's 2027 Theme Celebrates Generations of Tradition

PLANT CITY, Fla. (Sept. 3, 2026) – The Florida Strawberry Festival announced today the theme for its 92nd annual event – “A Timeless Tradition.”

For more than nine decades, generations have walked through the gates of the Florida Strawberry Festival, creating memories that have become traditions of their own. The 2027 theme celebrates the familiar sights, sounds, tastes and experiences that continue to bring guests back to Plant City year after year.

“Sometimes the simplest things say the most,” said Florida Strawberry Festival President Kyle Robinson. “As we began thinking about 2027, we kept coming back to the things that have stood the test of time. The Festival continues to grow and evolve, but at its heart, it is still about agriculture, family, community and creating memories together. ‘A Timeless Tradition’ gives us an opportunity to celebrate that.”

A new theme is created each year to offer patrons a glimpse of the experience awaiting them at the 11-day event. It also provides a common thread for vendors, FFA chapters, organizations, corporate partners and exhibitors as they create parade floats, displays and other elements throughout the Festival.

In developing the 2027 theme, Festival officials looked to the people, places and moments that have helped shape the event over the years. Photographs and Festival materials from decades past provided inspiration for a design that feels familiar while still looking ahead.

That reflection led to one of the Festival’s earliest “Berry” characters. The 2027 artwork draws inspiration from images of a Berry character that appeared in Festival materials during the late 1970s. Rather than recreate the original artwork, the historic character served as the starting point for a new interpretation created especially for the 2027 event – a nod to the Festival’s past with a personality all its own.

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“We have such a rich history to draw from, and we felt like this was the right year to let some of that history speak for itself,” Robinson said. “There’s something special about looking back at an image that represented the Festival decades ago and finding a way to introduce that feeling again. We wanted this year’s design to be simple, nostalgic and familiar, but new.”

The Festival has changed considerably over the decades, but many of the experiences that define it have remained the same. Generations of families have walked the midway, shown livestock, listened to favorite entertainers, shared strawberry shortcake and spent the day together. The theme reflects that continuity – a reminder that while people and times change and the Festival continues to grow, some traditions remain at the heart of the experience.

“We hear stories all the time from people who came to the Festival as kids and now bring their children or grandchildren,” said Florida Strawberry Festival Chairman Pam Warnock. “Everyone seems to have a Festival story. Those individual memories have become part of our collective history, while new memories are being made here every year. That is what makes the Florida Strawberry Festival timeless.”

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, hundreds of thousands of visitors enjoy the Festival’s headline entertainment, youth livestock shows, exhibits of commerce and, of course, its strawberry shortcake. The 92nd annual Florida Strawberry Festival, themed “A Timeless Tradition,” will take place March 4 – March 14, 2027, in Plant City, Florida. For more information, visit flstrawberryfestival.com or follow the Florida Strawberry Festival on Facebook, Instagram, TikTok and X (#berryfest27).

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