

For Immediate Release:

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RIBTOBERFEST

RibtoberFest!

BBQ, Bourbon & Beer

Town Point Park, Downtown Norfolk Waterfront, VA
Saturday, September 24, 2016, Noon – 8 P.M.
Free & Open to the Public

NORFOLK, VA (Aug 26, 2016)-Norfolk Festevents announces the flavorful fusion of **RibtoberFest** on **Saturday, September 24, 2016** from **noon-8pm** in Town Point Park on the Downtown Norfolk Waterfront, Virginia. The Elizabeth River's waterfront venue is transformed into an American version of the world famous Oktoberfest with America's own liquid gold- bourbon. Guests will experience a wide array of savory BBQ dishes, seasonal craft beer tasting, a spectacular bourbon speakeasy, live music, food & restaurant competitions, and great family fun.

When: Saturday, September 24, 2016

Time: Noon – 8pm

Where: Town Point Park on the Downtown Norfolk Waterfront, Virginia

Admission: Free & Open to the Public.

Culinary Advisor, Patrick Evans-Hylton, announces that Southern Foodways festival favorites such as the biscuit jam and the Smack Your Mama Good Sassy Sauce Bar will be coming back this year, along with an emphasis on specialty side dishes to add the Southern flavor. Patrick states, "RibtoberFest is going to be a celebration of food with a southern accent, seasonal harvest craft beers and Virginia bourbons."

In addition, note that now is the time for all chefs and other culinary partners who would like to participate in selling barbecue and ribs at the event to contact Festevents. Please contact Sales Manager Stefanie Lamay at Lamays@festevents.org with any and all inquires. All vendors need to be confirmed by September 14, 2016, in order to take part in the event.

A few of the participating Rib & BBQ chefs from the Peninsula to the Carolina's include:



-Cast Iron Catering-

Cast Iron Catering Co. is one of the most premier food trucks in the area. Their Cast Iron BBQ truck offers up a wide array of roasted meats, Mac

& Cheese, BBQ baked beans, Coleslaw, corn bread, Peruvian blue house chips and peach bourbon BBQ sauce.



-Jadean's Smokin' Six O-

Jadean's Smokin' Six O has been smoking up a storm since 1976. Specializing in apple wood smoked BBQ Chicken, Ribs, Seafood and down home southern cooked meals.



- Smoke BBQ-

Smoke BBQ opened its doors across the water in Newport News in 2013. Smoke offers a

menu full of delicate BBQ dishes from pulled pork to brisket, also classic dishes such as hamburgers and hot dogs.



-Belmont House of Smoke-

Belmont House of Smoke is one of the hottest BBQ restaurants in Ghent. Their menu

includes a wide array of savory BBQ dishes from pulled pork, ribs, and sliced brisket, to shrimp and grits.



- Ronnie's BBQ-

Ronnie's BBQ strives to bring the best Southern-Style BBQ to their customers. Their menu

consists of ribs, BBQ chicken, and sliced beef.



-All in One BBQ-

All in One BBQ is a food vendor that provides festivals goes with mouth-watering BBQ

dishes that include brisket, BBQ chicken, and ribs.

Along with festival favorites such as:

-MacBrand- MacBrand will be selling some delicious BBQ dishes such as hamburgers, hot dogs, sausage, and baby back ribs.

-Deep Fried- Deep Fried will be on-site grilling some delicious corn on the cob for the guests in attendance.

-Coastal Kettle- Coastal Kettle will be on site to provide what every festival needs, Kettle Korn!

-Hawaiian Sno- Hawaiian Sno of Hampton Roads is a premier mobile truck serving Hawaiian Shaved Ice. Every cup they serve is piled high with fluffy, shaved ice served with a wide array of flavorful syrups.

Stop by to see local favorites and regional guests using their secret arsenal of special spice blends and roasting methods for mouth-watering barbecue and ribs, accompanied by savory side dishes.

- Bourbon Bar Pop Up Speakeasy: Bourbon and other American whiskeys and rye's are showcased in this fabulous pop-up bar, allowing folks to sample an assortment of well-crafted imbibes, learn about the drink, and possibly try a signature cocktail –*Peach Sweet Tea Punch*- shaken, not stirred, just for RibtoberFest.



Craft Beer Garden at RibtoberFest:

The RibtoberFest Craft Beer Garden is where guests can sample brews from local, regional, and international breweries! These seasonal brews are sure to leave your taste buds tingling in delight. A portion of the proceeds will benefit **The Up Center** to help improve the lives of children and families; people with disabilities; and adults in crisis. So raise a glass of that frothy Oktoberfest brew & toast to good times in Town Point Park.



Food & beverage will be available on-site for purchase.

Beer Sampling Tickets:

- \$25 for 10 sampling tickets, wristband and souvenir glass cup; \$2 per sample thereafter
- \$20 Souvenir pitcher plus one refill; \$10 for a pitcher refill thereafter

Beer sampling tickets can be purchased in advance for \$20 online until midnight on Friday, September 23, 2016

RibtoberFest People's Choice Awards: The tables turn as the restaurants compete against each other for the top prize to see who has the best ribs in the Hampton Roads area.

A great line up of entertainment to include:

- **12:30pm- Dustin Furlow (acoustic)**
- **2:30pm- Mercy Creek (folk/blues)**
- **4:30pm- Brian Sewell and Kevin Brinson (rock)**
- **6:30pm- Little Country (country/rock)**

For more information, please visit www.festevents.org or call 757-441-2345.

RibtoberFest is produced by Norfolk Festevents in partnership with the City of Norfolk; sponsored by Southern Auto Group, ChesBay, Lumos Network, Norfolk Waterside Marriott, Taylor's Do It Center, Waterside District, The Main, Pepsi, and The Big Green Egg.

Norfolk Festevents, Ltd., based in Norfolk, Virginia, is a private, not-for-profit organization dedicated to creating the most dynamic urban waterfront community in America through innovative programming and imaginative uses of its historic waterfront spaces. An extensive 10-month schedule of diverse outdoor cultural events, festivals, concerts, entertainment, holiday programs, tall ship visits, sports and recreation are presented in two popular and welcoming waterfront environments; Town Point Park located in downtown Norfolk on the banks of the Elizabeth River and Ocean View Beach Park situated on the shore line of the Chesapeake Bay. Norfolk Festevents has served as the City of Norfolk's official event marketing agency since the city's downtown waterfront revitalization initiatives began in 1982. The organization has garnered international acclaim for its advocacy for public access to waterfronts, outstanding quality programming and development of public spaces, transforming Norfolk into one of the most progressive, fun and livable waterfront communities in the country. Residents, workers, and visitors to Norfolk and the Hampton Roads region are invited to experience all the fun and excitement of the 2016 season!

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