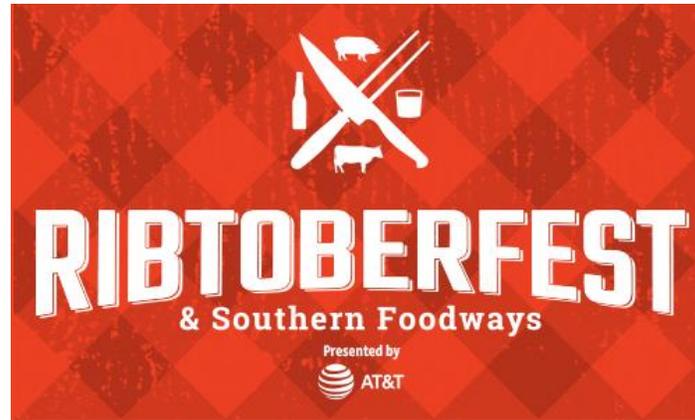


For Immediate Release:

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RIBTOBERFEST

And Southern Foodways

Town Point Park, Downtown Norfolk Waterfront, VA

Saturday, September 23, 2017, Noon – 8 P.M.

Free & Open to the Public

NORFOLK, VA (Aug 25, 2017)-Norfolk Festevents announces the return of **Ribtoberfest** on **Saturday, September 23, 2017**, from **noon-8pm** in Town Point Park along the Downtown Norfolk Waterfront, Virginia. Ribtoberfest guests can experience a wide array of Made-in-Virginia products and flavors from over 10 savory regional BBQ specialists, over 30 seasonal craft beer and cider tasting options, multiple Southern side dishes, Virginia oysters, bourbon tastings along with a lively Southern Peach Sweet Tea cocktail, live music, along with great family fun and the ultimate southern pre-game cookout leading up to a day of Made-in-Virginia football with the ODU versus Virginia Tech football game.

When: Saturday, September 23, 2017

Time: Noon – 8pm

Where: Town Point Park, along 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 the “Smack Your Mama Good Sassy Sauce” Bar will be coming back this year, along with an emphasis on Virginia oysters and specialty side dishes to add to the Southern flavor. Patrick states, “Ribtoberfest is going to be a celebration of Virginia food with a southern accent, seasonal harvest craft beers and bourbons.”

Savory Southern Selections

A few of the participating Rib & BBQ specialists 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.



-Red River Smokehouse

Red River Smokehouse delivers their customers mouthwatering, authentic Texas BBQ. Slow cooked to perfection

using only their special seasonings and perfectly seasoned oak wood.



- 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, award winning 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.



- RedWood Smoke Shack

Rubbed.
Smoked.
Handcrafted.
Their mobile food trailer brings the best

Texas style 'que to all of Hampton Roads



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



-Ferg's Missing Ingredient
Chef John Ferguson, 'Ferg', has been working in the hospitality industry for the past 20

years, working up and down the east coast after graduating from the Culinary Institute of America.



-Strawberry Street Café
Brings you a unique experience for you and your guest to every event. Smoked Ribs will be the specialty for

Ribtoberfest.

SOUTHERN SEAFOOD



-Pollard's Chicken
While everyone knows and loves their chicken,

they'll be highlighting their North Carolina style BBQ for Ribtoberfest



-Big Easy
Take a break from the BBQ and indulge in this southern delicacy while learning about the powerful impact the oyster has on our community waterways.

Enjoy Virginia Oysters raw, steamed, or as a shooter.

Sweet Southern Selections

Along with festival favorites such as:

NEW!! Twisted Sisters is baking up something special for Ribtoberfest this year, Bourbon Bacon Cupcakes



-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.

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

Southern Swigs

Craft Beer Garden at Ribtoberfest:

The Craft Beer Garden is a great place for guests to sample **over 30** craft brews and ciders from local, regional, and international breweries! These seasonal brews are sure to leave your taste buds tingling in delight. Raise a glass of that frothy harvest brew & toast to Ribtoberfest and good times in Town Point Park.

Beer Sampling Tickets:

- \$25 for 10 sampling tickets, wristband and souvenir glass cup; \$2 per sample thereafter
- \$20 Souvenir pitcher plus one refill; \$15 for a pitcher refill thereafter

Beer sampling ticket packages can be purchased in advance for \$25 online until 5pm on Friday, September 22, 2017

Bourbon Bar: Bourbon and other American whiskeys and rye's are showcased in this fabulous pop-up bar, allowing guests to sample an assortment of well-crafted imbibes by the flight or individually, learn about the drink, and possibly try a signature cocktail –*Peach Sweet Tea* – just for Ribtoberfest.



Sounds of the South

A great line up of entertainment to include:



12:30pm- Brett Williams (Acoustic Alternative)

“My music reflects experiences in life as well as my quest for the fundamental truth in this world. I hope listening to my music will make you want to feel, think, and explore; yourself and everything around you”.



2:30pm – Troy Breslow (Country)

Troy Breslow is a singer-songwriter of Country music from Yorktown, Virginia. He has been performing in the Tidewater area for nearly 4 years since the release of his self-titled debut EP. Since then he has also released one LP titled "Country Music & A Red Haired Girl" on his own label, Half A Station Wagon Records. Now, he continues to tour the Hampton Roads region as well as other rural and urban parts of Virginia in support of his new EP "Politics and Roadrage" set to be released in September 2017, on Half A Station Wagon Records.



4:30pm – Brandon Bower Band (Funk & Soul)

Hailing from Augusta, Georgia where funk and soul seems to run in the water, Brandon Bower dove in head first, sunk to the bottom, and came back up with an undeniable force. He draws from such inspirations as fellow Augustan, the Godfather of Soul himself, Mr. James Brown. In fact, a local radio personality said it best, “If Elvis Presley and James Brown had a child, he would be no other than Brandon Bower.” He captivates audiences with relentless passion for the sake of the message. He has honed his craft of performing through ten years of gigging and touring. During that time, he has shared the stage with James Brown and the Soul Generals, Jennifer Nettles (currently of Sugarland), Colonel Bruce

Hampton and The Code Talkers, Tim Reynolds, The Dirty Dozen Brass Band, Twila Paris, and many more. In conjunction with performing, Brandon is a distinguished songwriter of over 50 originals and has co-written with Charles Kelley, front man of the chart-topping trio, Lady Antebellum. His sound includes elements of Rock, Funk, Soul, Country, Jazz, Jam, R & B, Gospel, and Metal. It is not uncommon to hear a little of each music genre in his show. Brandon spent over five years touring as lead singer, guitar player, and writer, for the band The Big Mighty. They kept over 200 tour dates a year, rising to the top of their booking agency. The Big Mighty won Favorite Band of Best of Augusta Awards, including Best Vocalist, Best Bass Player, and Favorite Solo Performer.



6:30pm – Brandon Maddox (Country)

From sharing the stage with CMA nominee and superstar Brett Eldredge to acclaimed performances at clubs and festivals across the nation, having an original song featured in the Michael Ealy film *Unconditional*, to appearing on TV and radio shows, triple threat artist/singer/songwriter, Brandon Maddox, has quickly established himself as one of country music’s rising stars.

On the verge of breaking out nationally with his new recording *The Bigger The Wheels, The Better The Man*, the single has been selected as “The Monster Truck Song of 2014” and, Brandon, named the “2014 Lucas Oil Monster Truck Artist of the Year.” With *Monster Truck*, he has performed arenas in front of five to ten thousand people and been featured at their 4 Wheel Jamboree events.

As *Monster Truck’s* Artist, Brandon has been featured on TV and radio shows across the country including Fox TV’s *Good Day Chicago*, NBC’s WRCB TV 3/Chattanooga, KARK 4/Little Rock & WMTV15/ Madison, WCRX/Chicago, WTHI/Terra Haute and KKYY 101.3 Country/ Sioux City.

His debut EP *Weightless* (produced by Doug Sisemore of Reba McEntire’s band) generated radio action including US101 Chattanooga and CMG Radio Network, WCRX, Opus Country Music Radio Network, KMSC, and many more.

His celebrated live performances have earned him very loyal fans and have included memorable shows with one of Country Music’s hottest performers CMA Nominee, Brett Eldredge (the #1 gold record “Don’t Ya”.) He was a featured performer at Nashville Center Stage during CMA Fest, Shawnee Riverfest, World Café Live in Philadelphia, and many other major country venues and festivals across America. Keep your eyes and ears on this prolific, young triple threat Singer/Songwriter/Musician.

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

RibtoberFest and Southern Foodways is presented by AT&T, produced by Norfolk Festevents in partnership with the City of Norfolk; sponsored by Southern Auto Group, ChesBay, Lumos Network, Norfolk Waterside Marriott, Waterside District, The Main, and Pepsi.

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 2017 season!

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