

For Immediate Release:

Media Contact: Jason Nichols

E: Nicholsj@festevents.org

P: 757-441-2345

Beers, BBQ, & More BBQ RibtoberFest!



**Town Point Park, Downtown Norfolk Waterfront, VA
Saturday, September 26, 2015, Noon – 8 P.M.
Free & Open to the Public**

NORFOLK, VA (Aug 18, 2015) **Norfolk Festevents** announces the savory fusion of **RibtoberFest** on **Saturday, September 26, 2015 from Noon-8pm** in Town Point Park on the Downtown Norfolk Waterfront, Virginia. Guests rack up the best of both worlds at RibtoberFest as Beer & BBQ collide in one deliciously mouth watering food for all, featuring BBQ, craft brews, live music, Made in Virginia products, restaurant competitions, and great family fun.

What: 3rd Annual RibtoberFest

When: Saturday, September 26, 2015

Time: Noon – 8pm

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

Admission: Free & Open to the Public.

Patrick Evans-Hylton Southern Foodways announces exciting new additions to RibtoberFest this year, along what has been brought back by popular demand. Patrick states, “RibtoberFest is going to be a celebration of food with a southern accent and harvest craft beers”.

Also, note that now is the time for all local chefs and other culinary partners who would like to be considered for selling barbecue and ribs at the event to contact Festevents. Please contact Sales Manager Stefanie Lamay at Lamays@festevents.org with all inquires.



-Gerty's Southern Grits and Chix Bar: These days, everyone has their own spin on what makes grits best. Gerty's is embracing all the riffs you can come up with along the waterfront with this breakfast staple--encouraging guests to blend their favorites with a nod to the traditional toppings and a daring showcase of unique alternatives to make your mouth water and your taste buds dance along to the music.

- Small Bites Taste Kitchen: Back by popular demand, top local restaurants will celebrate the south through a variety of dishes, including the all important sides that make up a Meat and Three. Everything from collards to okra (fried, of course) will be on the menu.

- "Smack Your Mama Good" Sassy Sauce Bar: Featuring a wide assortment of Virginia's finest barbecue sauces and hot sauces for trying and buying.



- 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.

-Build-A-Biscuit Bar: Guest pay a nominal fee for a classic twist on the Southern biscuit and jam. Exotic and Made-in-Virginia condiments, along with sweet and savory toppings, will be available for the hungriest of guests.



Stop by to see the superior group of 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.

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

- Southern Boys
- Bobby-Q
- Jakes BBQ
- Belmont House of Smoke
- Pig n Swig
- JaDeans
- Bobby's Bar B Q
- Smoke BBQ Restaurant
- Malbon Bros.
- Dickies BBQ
- And many more...



Craft Beer Garden at RibtoberFest:

The RibtoberFest Craft Beer Garden is where guests can sample more than 40+ different Autumn-style beers from 20 different breweries! These international 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.



Featured Craft Beers include:

- Bayerische Staatsbrauerei Weihenstephan
- Flying Dog Brewery
- Hardywood Park Craft Brewery
- Caledonian Brewing Company
- Smartmouth Brewing Company



Lickinghole Creek Craft Brewery
 O'Conner Brewing Company
 And many more...

Food & beverage are available for purchase. Beer Sampling Tickets:

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

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.

Cooking Demonstrations: For backyard BBQ enthusiasts and Do-It Yourselfers, **Taylor's Do-It Center** will be showcasing the best it backyard BBQ technology and techniques. Cooking demonstrations will feature The Big Green Egg "Cooking Eggsperience" for all to learn and enjoy.

RibtoberFest Festhaus: Enjoy your BBQ and drinks in our Festhaus this year! Once you find your pick of delicious BBQ and top off your pint, visit the Festhaus to sit and savor your findings. While you are taking pleasure in your sweet or spicy sauces or enjoying the taste of BBQ corn on the cob, be sure to wave, meet, and greet our festivals' Burgermeister.

A great line up of entertainment to include:

Bryan Dunn



12:30pm

Bobby "Black Hat" Walters



2:30pm

Jackie Scott & the Housewreckers



6:30pm

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

RibtoberFest is produced by Norfolk Festevents and sponsored by The City of Norfolk, Miller Lite, Taylor's Do It Center, 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 2015 season!