



FOR IMMEDIATE RELEASE

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CONTACT

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BRINED & READY: COUNTDOWN IS ON FOR THE RETURN OF PICKLESBURGH

- AWARD-WINNING FESTIVAL MOVES TO NEW LOCATION ON ANDY WARHOL BRIDGE
 - BIGGER THAN EVER WITH MORE SPACE AND MORE SEATING
- WIDE ARRAY OF CREATIVE FOOD, ARTISAN DRINK, AND QUIRKY MERCHANDISE FEATURING PICKLE PRIMED OPTIONS
 - FREE HEINZ PICKLE PINS AND FREE LOCAL MUSIC WITH THREE DAYS OF LIVE PERFORMANCES ON TWO STAGES
 - FESTIVAL-FAVORITE PICKLE JUICE DRINKING CONTEST WILL CROWN A NEW MAYOR OF PICKLESBURGH

DOWNTOWN PITTSBURGH, PA – The wait is nearly over for pickle enthusiasts as Picklesburgh returns bigger than ever for its sixth year. The ‘must-visit’ destination for all things pickled was twice voted the #1 Specialty Food Festival in America via a USA Today reader’s poll, and this year will be nothing to brine about! Presented by Kraft Heinz and produced by the Pittsburgh Downtown Partnership (PDP), Picklesburgh is a culinary and cultural celebration that goes far beyond the dill pickle and is keenly attended by those from the Pittsburgh region and far beyond. With its signature giant 35’ Heinz pickle balloon floating above the Andy Warhol (7th Street) Bridge this year, the festival will be open Friday, August 20 and Saturday August 21, from noon – 10:00 p.m., and Sunday, August 22 from noon to 6:00 p.m. As always, admission is free.

“We’re excited to bring back this signature Pittsburgh event at a new date and location” said Jeremy Waldrup, PDP’s President and CEO. “We know that everyone, from near and far, is excited for Picklesburgh. We’ve adjusted the layout so it’s a little easier for festival goers to linger, enjoy their food, listen to music, and truly relish the energy of this unique event. Whether you’re a pickle pro, or just a dill dabbler, there’s going to be a ton of fun experiences for you here in Downtown.”

“We are thrilled to partner with the PDP to sponsor Pittsburgh’s annual Picklesburgh festival again this year” said Steve Cornell, Kraft Heinz President – Enhancers, Speciality and Away from Home. “Heinz and pickles are synonymous with Pittsburgh and we couldn’t be prouder of our Company’s rich history in the city and this amazing event – it’s kind of a big dill.”

NEW LOCATION

Picklesburgh will move to the Andy Warhol (7th Street) Bridge this year, with the primary entrance located at 7th Street and Ft. Duquesne Boulevard. To reduce congestion on the bridge, due to the popularity of the festival, all prepared foods and happy hour artisan cocktails will be located along Ft. Duquesne Boulevard between Stanwix and 9th Street, allowing for more seating and space for foodies to enjoy the sweet and sour delights.

A PICKLE PARADISE FOR PLUCKY PALATES

The quirky spirit of Picklesburgh is reflected in creative culinary creations from chefs, farmers, and picklers who hail from across the region, and beyond, to participate in what has become the premiere pickle event in the country. Everything from small-batch pickled vegetables and chef-driven house-cured ingredients to more unexpected combinations like; bacon-wrapped and cheese stuffed pickles, kimchi grilled cheese, peanut butter pickle swirl fudge, dill pickle pierogies, dill pickle lemonade, and more. Of course, there will also be plenty of pickle-precluded options for those who aren't quite as intrepid.

Picklesburgh is also bringing back pickle-permeated (or pickle-inspired) libations in 2021. There will be several bars offering pickle beer, craft brews, and refreshing sangria throughout the festival. Kick back with a handcrafted creative cocktail including; Pickle Paloma, PickleBerry Mule, Vodka Cucumber Refreshers, and Pickle Rita, starting with 5:00 p.m. happy hour on Friday and Saturday, and at 1:00 p.m. on Sunday on Friday. Additional treats like Wigle Whiskey's award-winning Eau de Pickle spirit, as well as a variety of other limited-edition pickle cocktails, will also be available. A full listing of this year's vendors can be found below and at Picklesburgh.com.

MUSIC, MERCH & FREE HEINZ PICKLE PINS

As part of the PDP's Downtown Pittsburgh Sound initiative this year, Picklesburgh will offer two performance venues; the First National Bank Main Stage located on Ft. Duquesne Blvd, and a more intimate spotlight stage at the north end of the Warhol Bridge. A diverse range of genres and styles will fuel a full line-up of local favorites including; Donora, Soulful Femme, Elias Khouri, Snowdonia, Miss Freddy, Isaiah Small, Pierce Dipner, KELS, Byron Nash, and Buckle Downs among others. A complete schedule of music will be announced in the coming days.

The fun at Picklesburgh extends well beyond the dill-ectable products and foods. Shop from a curated selection of fun festival merchandise including t-shirts, caps, backpacks, and souvenir Picklesburgh balloons, along with quirky pickle-themed goods and novelties from local makers and vendors. Plus, visitors should look under the giant pickle for 'fun-on-the-tongue' Heinz branded t-shirts, along with the perennial favorite - free Heinz pickle pins!

CAN YOU PUCKER UP FOR PICKLE JUICE?

Once again, visitors will also have a chance to cheer the chuggers seeking to take home the \$500 grand prize and be crowned the new Mayor of Picklesburgh in the fiercely-fought Pickle Juice Drinking Contest. The contest is presented by Pittsburgh Pickle Company, and hosted by Pittsburgh's popular YaJagoff! Podcast. Not for the faint of heart, this Pickle Juice Drinking Contest puts dill-icious drink devotees in the spotlight for some intense preliminary rounds on Friday and Saturday, culminating in a final no-brine-barred championship on Sunday.

Registration will be available shortly on the festival website, with sign-up information to be announced on the PDP's Facebook, Twitter, and Instagram profiles. Advanced registration is highly encouraged as there are a limited number of competition slots available and previous years' sign-ups have filled up quickly. Limited sign-up opportunities will be available on site.

NOTHING TO PUCKER AT: NATIONAL ATTENTION

The Picklesburgh festival, which launched in 2015, continues to build momentum and attract national and international attention. The event claimed a second consecutive victory as the #1 Best Specialty Food Festival in America, and has also been recognized as a 'Signature Event' of the Commonwealth by the Pennsylvania Tourism Office. It is recognized globally as one of the most interesting food festivals in the world.

PUBLIC SAFETY & ACTIVITY CHANGES

While Picklesburgh is an outdoor, open-air festival, the PDP is recommending that those who attend be fully vaccinated. If unvaccinated, a face mask or face covering will be required. Festival organizers will be continually monitoring health and safety guidelines set by the CDC, the Commonwealth of Pennsylvania, and the Allegheny County Health Department, and will modify requirements as needed to ensure public safety. Attendees are encouraged to visit [Picklesburgh.com/Safety](https://picklesburgh.com/Safety) for the most up-to-date health and safety precautions.

PICKLESBURGH VENDOR LIST

Subject to change – please visit [Picklesburgh.com](https://picklesburgh.com) for the most up-to-date listing.

Allegheny City Farms - using a unique “seed to bottle” approach, featuring all-natural peppers pickled, fermented, and crafted into hot sauces, BBQ sauce, and mustard

Atria’s - look for dill-ightful drinks such as the Pickle Paloma, PickleBerry Mule, and hand-pressed lemonades

Bae Bae’s Kitchen – a Korean-inspired eatery focused on local, healthy, organic ingredients, serving kimchi, Boba drinks, and house favorites

BRGR – enjoy gourmet burgers and food including a Pickled Pepper BRGR, fried pickles, kimchi hot dog, Pickle Rita, and more

Bylers Relish House – using fresh and healthy vegetables cooked in small batches, featuring old fashioned dill pickles, hot pickled garlic, mustard pickles, bread and butter pickles, and other flavors

Chocolate Fusion Candy – enjoy 20+ classic fudge flavors, including peanut butter pickle swirl, pickle fudge pops, and chocolate covered pickles-on-a-stick

Chocolate Moonshine Company – small batches, big flavors with a selection of handmade fudge and candies, including spicy pickle fudge, pickle cheesecake fudge, and more

CinnaRoast – enjoy the sweet smell and taste of cinnamon roasted almonds, pecans, cashews, and limited-edition salted dill almonds

Cleveland Kitchen – find four flavors of sauerkraut, including roasted garlic and whiskey dill, along with dilly garlic spears and chips

Crooked Creek Distillery – handcrafted bottled spirits, including a special pickle-infused Bloody Mary Moonshine

DiAnoia’s Eatery & Pizzeria Davide – look for pickle-flavored fried mozzarella and pickled Marinara Philly Cheesesteaks along with pickled negroni cocktails (plus more) from these award-winning eateries

Ekernally Yours Gourmet Popcorn & Sweet Treats – unique flavors of popcorn including dill pickle, hot pickle, and bread & butter kettle corn, along with dill pickle shaved ice

From the Field PGH – framed and hand-crafted wooden signs, home décor, mason jar flowers, wall hangers, and more

Gosia's Pierogies – made from a secret family recipe, look for specialty flavors including dill pickle and dill pierogies, potato and feta, sauerkraut, or sweet potato and cabbage

Grandpa Joe's Candy Shop – snacks, candies, gifts, and more, including Kool-Aid Pickles, Pickle Cotton Candy, Pickle Lollipops, Scented Plush Pickles, and pickles in a pouch

Heinz History Center – as the Smithsonian's home in Pittsburgh, shop the Heinz History Center Museum Shop bringing an assortment of Heinz – and pickle – merchandise

The I'Dill Pickle – presented by the Pittsburgh Irish Festival, find bacon-wrapped fried pickles, cheese-stuffed pickles, "Dog in a Dill" hotdogs stuffed in a pickle wrapped in bacon, Limerick Limeade with a pickle twist, and more

Le's Oriental – specializing in concession favorites with a unique twist, including pickle eggrolls, kimchi, mac & cheese eggrolls, and fresh-squeezed lemonades

LinaBags LLC – find one-of-a-kind pickle-themed cell phone bags, pickle-shaped key chains, and dancing pickle shirts

Linda Barnicott Art & Gifts – shop gifts and keepsakes from one of Pittsburgh's most celebrated painters, including paintings of the Heinz pickle flying high over the bridge

Meat & Potatoes and Butcher and the Rye - enjoy food from Pittsburgh's first Gastropub and libations from the award-winning whisky program of Butcher and the Rye

Millie's Homemade Ice Cream – cool down with real, homemade ice cream made with locally-sourced ingredients

Pickle Me Pete – specializing in the crunchiest and freshest Brooklyn barrel-cured pickles, you can also enjoy fried pickles on a stick that are perfect for walking and eating

Pittsburgh Mobile Bars featuring Goodlander Cocktail Brewery – refreshing mocktails including dill pickle lemonade, raspberry shrub, Pickled Tom Collins, Strawberry Basil Fizz, and more served from a vintage mobile bar vehicle

Pittsburgh Pickle Co. – the largest local pickle manufacturer in the area, shop fire & smoke pickle chips, Briney Mary Bloody Mary Mix, Picklexir pickle juice, hot sauces, t-shirts, and more

Pittsburgh Pottery – handmade pottery made by a local yinzer artist featuring pickle mugs, ornaments, magnets, and Pittsburgh-themed pottery

Pretzel Revolution – taking the science of the pretzel to a whole new level, enjoy stuffed pretzels including the Pickled Chicken Stuffed Pretzel, Pickled Cheese Dog, and Pickle in a Pretzel

Simons Food Concessions – a family-operated concession service, find fun twists and familiar favorites such as pickle funnel cakes, pickles on a stick, chicken tenders, corn dogs, and more

Songbird Artistry – shop one-of-a-kind pendants and jewelry using a variety of materials, including resin, clay, glass, flowers, and paper

The Brinery @ Two Acre Farm – enjoy hand-crafted fresh pickles brined in many flavors, including maple bourbon, smokehouse, garlic herb & wine, whiskey sour, mojito, Pride Pickle Spears, and a new “Monster Pickle”

The Neighborgoods – a one-stop-shop for witty and unique gifts for all-occasions, including food-themed dish towels, tote bags, aprons, pins, and more sure to bring a smile to anyone’s face

The Olive Tap – shop and sample some of the most unique, flavorful, and freshest olive oils and balsamic vinegars with up to 24 varieties, along with tapenades and more

The Pickled Chef – enjoy grilled cheese sandwiches, ready-to-eat pickles and ferments, Bloody Mary pickles, and various kimchi and krauts

The Warren Bar & Burrow – find an inventive menu from this neighborhood eatery, including Cuban egg rolls, pickled beet salad, ceviche with pickled watermelon, jarred products from Made by Scratch & Co., Picklesburgh Old Fashioneds, Vodka Cucumber Refreshers, and more

Tommy’s Jerky on the Road – handcrafted with quality ingredients, shop various flavors of meat jerkies and sticks

Uncle Bunk’s - award-winning pickles and condiments based on old Appalachian recipes, such as 14-day sweet pickles, zucchini bread & butter pickles, mustard relish, and rustic pepper sauce, all made one small batch at a time

Wigle Whiskey – locally-made spirits sourced from organic grains, shop the popular Pennsylvania Bourbon, Pennsylvania Rye, and more, along with the award-winning Eau de Pickle spirit crafted especially for Picklesburgh

About Picklesburgh

Produced by the Pittsburgh Downtown Partnership (PDP), and presented by Kraft Heinz, Picklesburgh is a culinary celebration that goes beyond the dill pickle to include international dishes and handcrafted foods from local chefs that feature house-cure pickled vegetables; informative how-to demonstrations which embrace the farm-to-table movement and the rising popularity of DIY canning; fun pickle themed merchandise, live, local music; and even a competitive pickle juice drinking contest. More information about Picklesburgh can be found at www.picklesburgh.com.

About the Pittsburgh Downtown Partnership

Pittsburgh Downtown Partnership (PDP) is a dynamic, nonprofit organization comprised of business and community leaders, property owners, civic organizations, foundations, and residents who provide energy, vision, and advocacy for Downtown Pittsburgh. Working collaboratively with its partners, the PDP strives to create a positive Downtown experience for residents, workers and visitors alike. The PDP’s strategic initiatives include clean and safe services, transportation, and economic development and advocacy. For more information, visit www.DowntownPittsburgh.com, follow us on Twitter at <http://twitter.com/downtownpitt> and “like” us on Facebook.