



## FOR IMMEDIATE RELEASE

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## JUST WHEN YOU THOUGHT PICKLESBURGH COULDN'T GET ANY MORE PITTSBURGH!

**EXCLUSIVE FOR PICKLESBURGH, MANCINI'S INTRODUCES THE "PGH ROLL" WITH HEINZ PICKLE AND ISLAYS CHIPPED HAM PLUS TURNER'S INTRODUCES PICKLED ICED TEA!**

**PICKLE FUN KICKS OFF EARLY WITH TASTE OF PICKLESBURGH, PICKLES & GIGGLES COMEDY AND REGISTRATION FOR PICKLE JUICE DRINKING CONTEST**

- 'Taste of Picklesburgh' will once again tantalize taste buds with pickle-themed drink and food items from 17 Downtown restaurants in the week leading up to the #1 Food Festival in America! The event includes Free Heinz Pickle Pins and pickle beer from Southern Tier Brewing
- Pittsburgh's fiercest pickle competitors are invited to sign up for the 2023 Pickle Juice Drinking contest, where the winner will take home the title 'Mayor of Picklesburgh' and a \$500 cash prize!
- Placate your pickle-related comedy cravings with Pickles & Giggles on July 20 at the Pittsburgh Playhouse, presented by YaJagoff Media

**Downtown Pittsburgh** – Voted #1 Food Festival in America for the third consecutive time, Downtown Pittsburgh is gearing up for Picklesburgh ahead of its roll out that now includes **two giant pickles and an even bigger footprint on Boulevard of the Allies**. In the week leading up to Picklesburgh, more than a dozen Downtown restaurants will be offering a **Taste of Picklesburgh**, and **Pickles & Giggles** returns with a Downtown comedy showcase at Point Park University's Pittsburgh Playhouse. And, as an added bonus, iconic Pittsburgh favorites **Mancini's Bakery** and **Turner's Dairy** will be introducing **limited pickle editions of signature products**, exclusively for Picklesburgh!

And get ready for a no-holds-barred chugging competition as the Pittsburgh Downtown Partnership (PDP) opens registration for the **2023 Pickle Juice Drinking Contest**, during which brave, brine-loving competitors vie for the title of 'Mayor of Picklesburgh' and a \$500 grand prize.

### **A 'Taste of Picklesburgh' Serves Up New Pickle-Inspired Food & Drinks from July 14-20**

For those who relish Picklesburgh and simply cannot wait for this year's highly anticipated festival, the Pittsburgh Downtown Partnership (PDP) is dill-ivering a **'Taste of Picklesburgh'** in Downtown Pittsburgh to placate your pickle pining. **17 Downtown restaurants** will offer a creative array of pickle-themed food and beverages from Friday, July 14 through Thursday, July 20, just ahead of Picklesburgh's opening day. Participating establishments will also distribute **free Heinz Pickle Pins** with purchase, while supplies last. Get a glimpse of all the gherkin-inspired menus here: [Picklesburgh.com/taste-of-picklesburgh](https://picklesburgh.com/taste-of-picklesburgh).

Participating restaurants will feature pickle-themed food and beverages, with items like pickle pizza, pickle stuffed pierogies, bacon-wrapped pickle spears, pickled Scottish eggs, pickle brined empanada's, pickled watermelon kebabs, PBL grilled cheese sandwich, fried pickles, and kisir (a traditional pickle salad). There are also pickle-themed cocktails like Pickle Mary, Pickled Watermelon Margaritas, Dona Nostra (with pickled cherry), Pickle-tini and more. Select restaurants will also be exclusively serving limited-edition **Pickle Gose**, a pickle beer from **Southern Tier Brewing**, made especially for Picklesburgh.

“‘Taste of Picklesburgh’ gives everyone a great opportunity to get brined and ready for Picklesburgh, and a new way for the 17 Downtown bars and restaurants to dill-iver some unique pickle-themed food and drink creations to their customers,” said Jeremy Waldrup, PDP’s president, and CEO. “The enthusiasm for pickle-based concoctions ahead of the three day ‘Picklesburgh’ event allows us to get everyone involved in the festivities.”

Adam Lewin, assistant general manager of participating Sly Fox Brewing Co., noted, “we are extremely excited to be participating in Taste of Picklesburgh for a third year! We’re bringing back the fan favorite pickle stuffed pierogis and pickle pizza! We’re excited to have everyone come down and try these unique offerings, especially with the main event happening just around the corner from us.”

### Three beloved Pittsburgh favorites come together in one dill-ish roll!

Exclusively for Picklesburgh, **Mancini’s Bakery** is “rolling out” its new **PGH Roll**...a fresh baked **Mancini roll stuffed with Heinz Pickle slices, Isaly’s Chipped Ham topped with shredded mozzarella and provolone**. This triple treat will be available during the Festival at Mancini’s booth, which will be located in PPG Place, within eyesight of the event’s signature giant Heinz Pickle balloon. The fresh baked rolls will be delivered warm from Mancini’s ovens in the Strip District during Picklesburgh and are destined to become a classic local delicacy.

### Official Iced Tea of Picklesburgh from Turner’s Dairy!

Also new, and exclusively for Picklesburgh, **Turner’s will be offering a limited-edition Pickled Iced Tea!** Turner’s ice-cold beverages are Pittsburgh’s favorite summer refreshment and will be offered as a special edition beverage along with classic iced teas and lemonades at multiple locations around the festival. To give back to the community, Turner’s is also presenting free kids activities during Picklesburgh at the Li’l Gherkins Kidsplay area. Thanks to Turner Dairy, kids will be able to create pickle shaped jewelry and puppets in conjunction with creative staff from Arts Excursions Unlimited.

### Pickle Juice Drinking Contest Registration Opens Today!

Calling all Pittsburgh pickle pros! The fiercely fought **Pickle Juice Drinking Contest** is looking for the best and briniest competitors to showcase their pickle prowess by chugging a jar full of delectable dill juice! Contestants who have the courage, speed, and taste for delicious pickles may be the one to take home \$500 in grand prize money and (most importantly) be crowned this year’s Mayor of Picklesburgh.

Presented by the **Pittsburgh Pickle Company**, who provide the official Picklexir for the competition, and hosted by Pittsburgh’s popular **YaJagoff! Podcast and Radio Show**, the Pickle Juice Drinking Contest puts dill-votees of pickle juice into the spotlight for some intense preliminary rounds on Friday, July 21 and Saturday, July 22, culminating in a lip-smacking pickle juice smack down championship on Sunday, July 23.

**Registration opens Monday, July 10** on the Picklesburgh website here: [Picklesburgh.com/contest](https://picklesburgh.com/contest)

Advanced registration is recommended as there are a limited number of competition slots available and prior years’ sign-ups have filled very quickly. Limited sign-up opportunities will be available on site.

### Pickles and Giggles Kicks-Off Picklesburgh Festivities with Live Comedy Show on July 20

Everyone knows that pickles pack a punchline, which is why the **Pickles and Giggles Live Comedy Show** is once again dill-ivering the funny on the eve of the Picklesburgh festival, Thursday, July 20. Hosted by Yajagoff's John Chamberlin and Rachael Rennebeck, the show features two of the 'Burgh's funniest comics: Collin Chamberlin and Ray Zawodni, both originally from Pittsburgh. What better way to kick off Picklesburgh than to bring two expats back home for a celebration of pickles?

The show starts at 7:30 p.m. on July 20 at the Point Park University Playhouse's Highmark Theatre. Tickets can be purchased online at the PPU Playhouse Theater website here: <https://playhouse.pointpark.edu/shows-events/special-events/pickles-and-giggles> Thanks to Mancini's Bakery, The Burgh Bus, and the National Comedy Center for their support!

### PICKLESBURGH ADDS A SECOND GIANT PICKLE + XMAS IN JULY FUN TO THE #1 FOOD FESTIVAL IN AMERICA!

The Pittsburgh Downtown Partnership (PDP) is excited to announce that the new footprint for Picklesburgh will deliver a double dose of giant pickle fun with not one, but two giant inflatable pickles and an all-new **Xmas in July** celebration. Chill out in the summer heat with a touch of holiday magic when the #1 Specialty Food Festival in America returns July 21-23, 2023, at a new location on Boulevard of the Allies. A three-story-tall giant Heinz Pickle Ornament will provide a centerpiece for Xmas in July with the **Pittsburgh Cultural Trust**. Plus, find live music on the **Pittsburgh Pirates** stage, holiday photo ops, and creative food and drink items from local bars.

#### About Picklesburgh

*Launched in 2015, Picklesburgh has emerged as one of Pittsburgh's signature events, having just been recognized by USA Today as #1 Best Specialty Food Festival in America for the third consecutive time and featured as a 'Signature Event' by the Commonwealth of Pennsylvania Tourism Office. It continues to build momentum and attract both national and international attention. 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; 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](http://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](http://www.DowntownPittsburgh.com), follow us on Twitter, Facebook, and Instagram @downtownpitt.*