



## FOR IMMEDIATE RELEASE

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## A BIGGER DILL THAN EVER BEFORE! COUNTDOWN IS ON FOR THE RETURN OF PICKLESBURGH

- AWARD-WINNING FESTIVAL EXPANDS TO RACHEL CARSON (9<sup>TH</sup> STREET) BRIDGE AND RIVERSIDE ON THE 10<sup>TH</sup> STREET BYPASS
- LARGEST EVER FOOTPRINT WITH MORE SPACE, MORE VENDORS AND MORE CREATIVE CUISINE
- LI'L GHERKINS KIDSPRAY AREA RETURNS WITH FREE ACTIVITIES
- WIDE ARRAY OF CREATIVE FOOD, ARTISAN DRINK, AND QUIRKY MERCHANDISE FEATURING A PLETHORA OF PICKLE PRODUCTS, INCLUDING FREE HEINZ PICKLE PINS
- SPEED PAINTER WITH A PICKLE BRUSH WILL CREATE RAPID-FIRE MASTERWORKS AT THE KRAFT HEINZ BOOTH UNDER THE GIANT PICKLE
- 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** – Pickle enthusiasts rejoice as the **Picklesburgh** festival returns at a grander scale than ever before for its seventh year. The twice voted the #1 Specialty Food Festival in America is a 'must-visit' destination for all things pickled, and this year is truly a big dill! Presented by **Kraft Heinz** and produced by the **Pittsburgh Downtown Partnership (PDP)**, Picklesburgh is a quirky culinary and cultural celebration that goes far beyond the dill pickle and is keenly attended by fans from the Pittsburgh region and around the country. With the majestic giant 35' Heinz pickle balloon proudly displayed above the Rachel Carson (9<sup>th</sup> Street) Bridge this year, and a vastly expanded space that now includes the 10<sup>th</sup> Street Bypass, the festival will be open Friday, July 15 and Saturday July 16, from noon – 10:00 p.m., and on Sunday, July 17 from noon to 6:00 p.m. As always, the event is free and open to the public.

"Picklesburgh is something we look forward to every year, and we're excited to introduce an expanded footprint that improves the overall experience and offerings for attendees. We want to give everyone more room to browse, enjoy dill-icious food, live local music, and truly relish the energy of this only in Pittsburgh event," said Jeremy Waldrup, PDP's President and CEO. "If you're passionate about pickles, or having your dill debut, this year's Picklesburgh will have something for you!"

## NEW LOCATION

Picklesburgh 2022 will expand to its largest ever footprint ever that will include the Rachel Carson (9<sup>th</sup> St) Bridge and flow below to the riverfront along the 10<sup>th</sup> St. Bypass offering scenic views and shaded areas. Picklesburgh's primary entrance will be located at 9<sup>th</sup> Street and Ft. Duquesne Boulevard which offers access the 10<sup>th</sup> St Bypass along a pedestrian promenade on Fort Duquesne Blvd. To reduce congestion on the bridge, and due to the increasing popularity of the festival, most prepared food vendors will now be located along the

10<sup>th</sup> Street Bypass, allowing for more space, seating, and shade for attendees to linger and relish the sweet and sour delights.

### **A PICKLE PARADISE IN WHICH TO BRINE AND DINE**

The premiere pickle event in the country attracts creative culinary creations from chefs, farmers, and picklers from across the region, and beyond, to participate in the quirky spirit that is Picklesburgh. 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, pickle swirl fudge, pickle pierogies, pickle lemonade, chocolate covered pickle popsicles, shrimp ceviche with pickled strawberries, and even pickle cupcakes, donuts, and ice cream. Of course, there will always be pickle-precluded options for those whose palates aren't quite as adventurous.

Picklesburgh is also bringing back pickle-permeated (or pickle-inspired) libations in 2022. The festival bars will again be pouring limited edition pickle beers from **Southern Tier Brewing** and **Great Lakes Brewing**, made exclusively for Picklesburgh. Many participating restaurants will also serve handcrafted creative cocktails including Pickle Paloma, PickleBerry Mule, Vodka Cucumber Refreshers, and Pickle Rita, starting with 4:30 p.m. happy hour on Friday and Saturday, and at noon on Sunday. Additional treats like **Wigle Whiskey's** award-winning Eau de Pickle, as well as a variety of other limited-edition pickle themed spirits, will also be available. A full listing of this year's vendors can be found at [Picklesburgh.com](http://Picklesburgh.com).

### **PICKLE PORTRAITS TO DELIGHT DILL DEVOTEES**

A pickle-wielding speed painter is among the attractions presenting sponsor Kraft-Heinz will offer at their booth on the Bridge in celebration of The Art of the Burger. Five times each day, **Revel**, a world class speed painter, will utilize a pickle brush to create rapid-fire portraits of Heinz favorites. In addition, specially created Picklesburger recipe cards from acclaimed **TikToker Robert** will be distributed. Free Heinz pickle pins will, of course, be distributed alongside official Heinz merchandise for sale, in partnership with the **Heinz History Center**.

### **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 **EZ Pass Main Stage** located at one end of the 10<sup>th</sup> Street Bypass, and the more intimate **Pittsburgh Pirates Bridge Stage** at the north end of the Rachel Carson Bridge. The stages will be programmed throughout the festival with a diverse range of genres and local favorites including **Sierra Sellers**, **Nash.V.III**, **Big Blitz**, **Justin Fabus**, **Miss Freddye's Blues Band**, **Pickup Line**, and many others. A complete schedule will be available on the Picklesburgh web site.

The fun at Picklesburgh always extends far beyond the dill-ectable products and foods. Shop from a curated selection of new and fun festival merchandise including t-shirts, caps, bandanas, 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 official Heinz t-shirts, and perennial favorite - free Heinz pickle pins!

### **SOMETHING THE KIDS CAN RELISH**

For some creative pickle-themed arts & crafts, children will want to stop by the "**Li'l Gherkins Kidsplay**" area, presented by UPMC Children's Hospital of Pittsburgh, which operates until 7:00pm on Friday and Saturday, and 6:00pm on Sunday when the festival comes to a close. There will be free coloring pages, and kids will be able to decorate their own pickle necklace or puppet to take home.

## CAN YOU PUCKER UP FOR PICKLE JUICE?

Once again, visitors have the chance to cheer the chuggers seeking to take home the \$500 grand prize and be crowned the 2022 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 and Radio Show**. Taking great courage, speed, and a taste for the untraditional, this Pickle Juice Drinking Contest puts dill-votees of pickle juice into the spotlight for some intense preliminary rounds on Friday and Saturday, culminating in a punishing pickle juice punch-up championship round on Sunday. Registration is now open on the festival website. Advanced registration is highly encouraged as competition slots are limited and prior years' sign-ups have filled quickly. Limited walk-up opportunities to participate will be available on site.

## PICKLESBURGH EXPANDS INTO DOWNTOWN AHEAD OF THE FESTIVAL

Ever-increasing interest in Picklesburgh, and all things pickled, has delivered several pre-Picklesburgh attractions for those who are anxious for bonus pickle food and fun.

This year, the PDP has partnered with **The National Comedy Center** to bring rising national comedians to Pittsburgh in the form of the **'Pickles and Giggles Comedy Showcase'** at the Byham Theater at 8pm on July 14.! The showcase spotlights four rising-star comedians who have been featured on **Comedy Central, Netflix, FOX, CW, NBC America's Got Talent, Conan, Colbert, and Last Comic Standing**, among other comedy platforms. Tickets start at only \$20 and include half-off admission to the National Comedy Center, and \$10 in Dollar Dills to spend at Picklesburgh on drinks or merchandise. Plus, there's pickle beer! Complete details are available at [Picklesburgh.com](http://Picklesburgh.com)

For those who relish Picklesburgh and cannot wait for the expanded main event this year you can preview the pickle preparations at a **'Taste of Picklesburgh'** in Downtown Pittsburgh. More than 15 Downtown restaurants will offer a creative array of pickle-themed food and beverages from Friday, July 8th through Thursday, July 14, just ahead of Picklesburgh's opening day. Participating establishments will also distribute free Heinz Pickle Pins with purchase, while supplies last. Restaurants will feature pickle-themed food and beverages like pickle pizza, pickle stuffed pierogies, Picklesburgh grilled cheese, kisir (a traditional pickle salad), pickle-themed cocktails and more. Select restaurants will also be exclusively serving limited-edition pickle beer from **Southern Tier Brewing**, made especially for Picklesburgh.

## NOTHING TO BRINE ABOUT: INTERNATIONAL ATTENTION

The Picklesburgh festival, which launched in 2015, continues to build momentum and attract national and international attention. The event has been recognized with two consecutive victories 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 unique and interesting food festivals in the world.

### 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](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 at <http://twitter.com/downtownpitt> and "like" us on Facebook.*