



FOR IMMEDIATE RELEASE

RAISE A GLASS AT VIRGINIA'S LARGEST CRAFT BEER AND BBQ FESTIVAL, COMPLETE WITH OVER 30 BBQ DISHES AND 80 BEERS AND COCKTAILS

For a Limited Time, Save up to 30% on Memberships during the End of Summer Sale

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WILLIAMSBURG, Va., (July 28, 2026) – Prost to good times at Busch Gardens® Bier Fest Brews & BBQ, Virginia's largest craft beer and BBQ festival. Visitors can savor over 80 craft brews from 60 breweries, including 39 local Virginia favorites, and indulge in more than 30 specialty BBQ dishes across the world's most beautiful theme park.

In addition to all-new culinary and beverage delights, Bier Fest Brews & BBQ lets guests enjoy entertainment from the park's signature band, *The Broken Turnstiles*. Extended due to popular demand, visitors can also enjoy the Busch Gardens Drone Show on select dates. Plus, the iconic *Flo Rida* will take the stage for a free, full-length concert on Saturday, September 5. Thrills are also on tap with world-class rides, including the all-new Verbolten: Forbidden Turn. Bier Fest Brews & BBQ takes place every Friday through Sunday plus Labor Day from July 31 through September 7, 2026.

"Bier Fest Brews & BBQ is the perfect way to toast to the end of summer with friends and family," said Kevin Lembke, park president of Busch Gardens Williamsburg and Water Country USA. "Guests can pair savory southern dishes and refreshing beverages with world-class thrills like the all-new Verbolten: Forbidden Turn."

Savor 30+ Dishes and Desserts

The menu for this year's Bier Fest Brews & BBQ festival is a blend of savory and sweet dishes. Guests can sample BBQ-inspired menu offerings that include:

- **NEW – Pineapple Soy BBQ Turkey Wings:** Oversized wing glazed with a pineapple, ginger and soy BBQ sauce
- **NEW – Cherry Coca Cola® Ribs:** A classic dish with a sweet twist, a Cherry Coca Cola® glaze

- **NEW – BBQ Turkey Tails:** Cured bourbon molasses turkey tails, coated and charred on a wood grill
- **NEW – Seven Bean Salad:** This hearty side features seven varieties of beans tossed in a zesty vinaigrette
- **NEW – Whoopie Pie:** Buttercream frosting sandwiched between decadent chocolate cake

Over 80 Draft Beers and Hand-Crafted Cocktails

From hand-crafted cocktails, local pours and non-alcoholic refreshers, over 80 different beverages will rotate throughout the event. 60 breweries are represented, including 39 Virginia and local favorites like Alewerks, Billsburg and The Virginia Beer Company. New cocktails include:

Sip, Savor, and Save with the Bier Fest Brews & BBQ Sampler

Guests can purchase a 10 or 15 item sampler lanyard to enjoy their favorite summer brews, specialty cocktails and fresh BBQ fare for one low price, saving over 15 percent.

LIMITED-TIME SAVINGS!

For a limited time, guests can save on tickets, Fun Cards and Memberships during the End of Summer Sale.

- **Fun Card:** Unlimited visits to rides, shows and seasonal events through November 2, 2026.
- **Membership:** Unlimited visits for 12 months, plus free parking, free guest tickets and exclusive discounts on food, beverages and merchandise.

For more information on Bier Fest Brews & BBQ and to purchase tickets, Fun Cards and Memberships, visit BuschGardens.com/Williamsburg and follow Busch Gardens on social media @BuschGardensVA.

ABOUT BUSCH GARDENS WILLIAMSBURG

Recognized by the National Amusement Park Historical Association as the Most Beautiful Park for 36 consecutive years, Busch Gardens® Williamsburg is a European-themed adventure park combining 17th-century charm with 21st-century thrills, featuring more than 50 rides and attractions, world-class coasters, and year-round events. Busch Gardens is a part of United Parks & Resorts Inc. (NYSE: PRKS). Learn more at UnitedParks.com.

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