

# Warrens Cranberry Festival



# 2023

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**2025 Festival Dates: September 26-27-28, 2025**



# Warrens Cranberry Festival, Inc.

P.O. Box 146  
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## 2023 Media Kit

### **Warrens Cranberry Festival Announces 50th Annual Festival** *World's Largest Cranberry Festival to be held September 22-24, 2023*

Warrens Cranberry Festival, located in the “Cranberry Capital of Wisconsin,” is pleased to announce its 50th Annual Festival to be held September 22-24, 2023.

The Festival features a variety of attractions for all ages. Media is invited to cover any aspect of the Festival. The Festival boasts 850 Arts & Craft booths, 350 Flea Market and Antique dealers, a variety of contests and one of the largest marching band parades in Wisconsin. A wide range of entertainment that can be found at the Festival. There is something for everyone at the Warrens Cranberry Festival!

Guests will have the opportunity to learn about the history of cranberry production and catch an up-close glimpse of a cranberry marsh.

Food lovers can purchase fresh produce from more than 100 Farm Market vendors present at the Festival. There are also a number of food courts featuring over 100 food booths each with a variety of delicious foods to tempt any pallet, including cranberry cream puffs, deep-fried cranberries on a stick and chocolate covered cheesecake. Both Friday & Saturday, visitors can stop by the giant fry pan, featuring a warm cranberry mixture that's served over ice cream, it's known as the “Cranberries Jubilee.”

The Festival is topped off on its final day with a gigantic parade, held on Sunday. The parade features several marching bands from the surrounding area, classic automobiles, visiting royalty, horses, tractors and floats. In the past, the Festival has been honored to have such special guests as, Miss Wisconsin, Miss Wisconsin USA and the First Lady of Wisconsin, be a part of the parade.

Again, media are invited and welcome to cover all aspects of the Festival. For your convenience, a photo gallery, news releases and other Festival information can be found on our website, [www.cranfest.com](http://www.cranfest.com) All photos and information are available for media use. For more information, please contact the Festival Office at 608-378-4200.



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# Warrens Cranberry Festival Facts

- Warrens is the “Cranberry Capital of Wisconsin” and hosts the world’s largest cranberry festival.
- Attendance at the first Festival in 1973 was 3,500 and there were 75 booths. Since then it has grown from a small community festival to an international event with more than 145,000 visitors each year.
- The Festival was started to raise funds to improve the quality of life in the Village of Warrens.
- The purpose of the Warrens Cranberry Festival shall be to promote the common good and general welfare of the community of Warrens, including holding an annual community festival and raising funds to be used exclusively for civic betterments and social improvements in the Warrens community.
- 15 people serve on the Festival’s Board of Directors and Advisory Board.
- The Festival is a registered nonprofit organization and has given over \$2 million dollars in donations over its 50 years of existence. These donations have benefited the Village of Warrens, area schools, fire department and lions club and many other local organizations. Each year the Festival also awards several scholarships to local youth, to help with their college tuition.
- In appreciation and recognition of the use of their property during the Festival, the Warrens Cranberry Festival donates \$100 each year to any village property owner in Warrens. The money is used toward the cost of minor repairs or beautification of their property.
- The Warrens Cranberry Festival brings in excess of millions of dollars per year to the Monroe County, Wisconsin area, contributing to the local economy and benefiting hotels, restaurants, and shopping centers within the travel and tourism industry.

# Awards & Recognition

**50<sup>th</sup> Annual Warrens Cranberry Festival - September 22-24, 2023**  
**7 a.m. - 5 p.m. All Three Days**  
**Warrens, Wisconsin**

**Our event continues to grow in popularity and has been featured in the following news media:**

*U.S. News* names us in their list of **"24 Top Fall Festivals in the U.S."**

*Travel Wisconsin* named us in their list of **"7 Wisconsin Festivals Only for Fall"**

*Livability* names us in their list of **"Pumpkin chuckin', sheep herding and frozen dead guys? 7 unusual American holiday festivals"**

*Good Morning America* filmed a segment on their **"Rise and Shine"** series here at the festival.

*Sunshine Artist Magazine* named us in their list of **"Best shows of the past 10 years; 2010-2020"** voted on by vendors in the Top 100 Contemporary Craft Shows in the country

*Styleandtrends.net* wrote an article **"3 Things To Know About The Warrens Cranberry Festival – The Largest Cranberry Festival In The World"**

*Travel Wisconsin* named us in their list of **"Visit these 9 food festivals for a true taste of Wisconsin"**

*Tri-State Travel* named us in their article **"Immersed in Fun of Cranberry Festival"**

*TravelMag* named us in their article **"The Best Festivals and Fairs in Wisconsin"**

*Driftless Magazine* named us in their article **"Warrens Cranberry Festival-Warrens, WI"**

In the past, we have been highlighted by such national publications as *Sunshine Artist Magazine*, *The Crafts Report Magazine*, *Midwest Living Magazine*, *Huffington Post*, *National Geographic*, *Martha Stewart Living Radio* on Sirius Satellite for the *Living Today* show, *The New York Times*, *The Food Network* and *O, The Oprah Magazine* to name a few.

- *Discover Wisconsin* featured an episode **"Warrens - The Cranberry's Big Gig,"** in 2011 and 2012, along with receiving *Choice Destination* recognition. *Discover Wisconsin* featured an episode **"Fall Fun at Warrens Cranberry Festival."** in 2016, along with receiving *Choice Destination* recognition.
- *ABA-American Bus Association* named us **"North America's Top 100 Events"**
- *Food Network* filmed an episode called **"Outrageous Thanksgiving"**
- *Travel WI Art & Craft Fair* booklet featured the Festival on the cover of the yearly publication



## **50<sup>th</sup> Warrens Cranberry Festival Information - September 22-24, 2023**

Warrens Cranberry Festival is the world's largest cranberry festival. There is something for everyone at Festival, including shopping, contests, marsh tours, a parade and so much more. The Festival will mark its 50th year in 2023. Since the first festival in 1973, attendance has grown from 3,500 to more than 145,000 each year. The Warrens Cranberry Festival boasts 850 arts & craft booths, 350 flea market & antique booths and 100 farm market vendors. If you get hungry during all that shopping, head over to one of the 100 food vendors for a tasty treat.

### **Mission Statement**

The purpose of the Warrens Cranberry Festival shall be to promote the common good and general welfare of the community of Warrens, including holding an annual community festival and raising funds to be used exclusively for civic betterments and social improvements in the Warrens community.

**Shopping** - The Warrens Cranberry Festival features more than three miles of shopping and more than 1,300 booths. Browse the unique Arts & Crafts show for original treasures like handmade jewelry, wooden sculptures, metal garden art and knitted items. The Flea Market and Antique section is one-of-a-kind, featuring primitives, fishing and hunting supplies, purses, collectibles, toys, clothing and sports memorabilia. The best of fresh produce is available in the Farm Market, visitors can find fresh cranberries, cheeses, meats, dried flowers, honey, soaps, lotions and a variety of other specialty items. Don't forget to stop by the Warrens Cranberry Festival Souvenir Booth where official Festival shirts, sweatshirts, buttons, shopping bags and other cranberry related items are available for purchase.

**Food** - It doesn't matter what your favorite food is, the Warrens Cranberry Festival has you covered! The Festival features 100 food vendors who serve everything from cranberry cream puffs, deep fried cranberries on a stick and chocolate covered cheesecake to Greek Gyros and spicy Mexican foods. Of course, you can always find traditional favorites like hotdogs, burgers and popcorn. The Festival also features the Cranberries Jubilee - Giant Fry-Pan serving a warm cranberry mixture over ice cream.

**Entertainment** - There is a wide range of entertainment offered at the Festival. Guests can find an assortment of activities, strolling entertainment, singing, dancing and much more.

**Parade** - The parade ends the Festival each year. There are a variety of units, including marching bands, various royalty, classic automobiles, horses, tractors and floats. This year the Parade Marshals will be the Barth Robinette Family.

**Contests** - A variety of contests are available to people of all ages during the Festival. This year's contests include the Button Design for the 50th 2023 Festival, Photography, Pictorial Cancellation, Biggest Berry, Be Our Guest (dress up in crazy costumes,) Marsh Medallion Hunt and a Cranberry Chif-fon Pie Eating Contest. A variety of prizes can be won, from blue ribbons to gift certificates and cash.

**Cranberry Information** - All three days visitors can tour a working cranberry marsh. Knowledgeable guides will answer your questions about the history, growing or other cranberry questions. A video is also available to see the process of growing and harvesting cranberries. You can purchase cranberries and other cranberry related products here at the festival.

**Royalty** - Each year, the Warrens Cranberry Festival chooses three young women to hold the Cranberry Royalty title. The Warrens Cranberry Festival Royalty, travel across the state of Wisconsin, attending parades, speaking engagements, food demonstrations, pageants and other dignitary events to promote the Warrens Cranberry Festival and Wisconsin's indigenous state fruit, the Cranberry!



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FOR IMMEDIATE RELEASE

## 2023 Warrens Cranberry Festival Button Designs Announced

The designer of the 50<sup>th</sup> Annual 2023 Warrens Cranberry Festival Button is Vicki Phillips, Neenah, WI



The design was revealed at the 2022 Warrens Cranberry Festival, on September 25, 2022. A cash prize was awarded to the 1<sup>st</sup> and 2<sup>nd</sup> place winners in the Adult Category.

Each year, the buttons are designed a year ahead for the next year's Festival. January 2023, for the Warrens Cranberry Festival 2024 Button Design Contest Rules are available. Call 608-378-4200 or visit [www.cranfest.com](http://www.cranfest.com) for more information.

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## **50th Annual Warrens Cranberry Festival - September 22-24, 2023, All three days 9 a.m.—5 p.m. Warrens, Wisconsin**

Warrens, the “Cranberry Capital of Wisconsin”, a small village, population 400, located in the northeastern corner of Monroe County. Warrens is also host to the annual, World’s Largest Cranberry Festival and 2022 marks the 50th celebration!!! The Festival is perhaps best known for its shopping and boasts 850 arts & crafts booths (unusual works of art), 350 flea & antique booths (primitives, pottery and antiques), 100 farm market booths (fresh fall produce) and 100 food vendors that make for a three-mile shopping extravaganza!

Fifty years ago the very first festival was planned, it was held in early October and approximately 3,500 people came. The attendance has grown to more than 145,000 visitors each year. Now held always the last full weekend of September

Guests get an up-close and personal look at an actual cranberry marsh and learn about the history of the cranberry and its production in the area.

On Friday and Saturday the “Cranberries Jubilee Giant Fry Pan” will be available. One of the most sought after attractions for the past thirty years, people stand in line waiting to purchase the warm cranberry mixture that is served over ice cream.

A variety of contests are available to people of all ages during the Festival. This year’s contests include the Button Design for the 2024 Festival, Photography, Pictorial Cancellation, Biggest Berry, Be Our Guest (dress up in crazy costumes,) Marsh Medallion Hunt and a Cranberry Chiffon Pie Eating Contest. A variety of prizes can be won, from blue ribbons to gift certificates and cash.

Other highlights at this year’s Festival encompass a wide range of entertainment including strolling entertainment, singing and dancing. If you are hungry be sure to visit the food booths, there are over 100 of them! Guests can enjoy American, Greek, Chinese, Italian, and Mexican cuisines and of course don’t forget the cranberries. Be sure to sample a Cranberry Cream Puff, chocolate covered cheesecake, cranberry ice cream and deep-fried cranberries on a stick!

The gigantic parade is on Sunday at 1:00 p.m. It is known as one of the largest marching band parades in the area. This year the Parade Grand Marshalls will be Barth Robinette Family

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FOR IMMEDIATE RELEASE

## Warrens Cranberry Festival Awards Scholarships

Each year, the Festival awards up to \$2,000 in scholarships to local students to help them achieve their higher educational goals. The awards were presented to six individuals in May at the Tomah High School.

### Last year's scholarship recipients were:

**Tatianna Briggs** of *Warrens, WI*, was awarded a \$500 Warrens Cranberry Festival, Inc., Scholarship and is pursuing a degree in Marketing & Communication Studies at the University of Wisconsin - La Crosse

**Anthony Lord**, of *Warrens, WI*, was awarded a \$500 Warrens Cranberry Festival, Inc., Scholarship and is pursuing a degree in the Electrical Field at the Western Technical College-LaCrosse.

**Hunter Neumann**, of *Warrens, WI*, was awarded a \$500 Warrens Cranberry Festival, Inc. Scholarship and is pursuing a degree in Environmental Science at the University of Wisconsin—Stout.

**Sierra Steele** of *Tomah WI*, was awarded a \$500 Warrens Cranberry Festival, Inc., Scholarship and is pursuing a degree in Physical Therapy at the University of Wisconsin—La Crosse.



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## 50th Annual Warrens Cranberry Festival - September 22-24, 2023, 7 a.m. - 5 p.m., Warrens, Wisconsin

Warrens, the “Cranberry Capital of Wisconsin,” is a small village, population 400, located in the northeastern corner of Monroe County. Warrens is also host to the annual World’s Largest Cranberry Festival and 2023 marks the 50th celebration! The Festival is perhaps best known for its shopping and boasts 850 arts & crafts booths (unusual works of art), 350 flea & antique booths (primitives, pottery and antiques), 100 farm market booths (fresh fall produce) and 100 food vendors that make for a three-mile shopping extravaganza!

Fifty years ago a small group of people sat down to discuss the idea of having a cranberry festival in the Village of Warrens. These people had a vision, filled with ideas; of cranberry royalty, a parade, horse show, and farmer’s market and so the first festival was planned. It was held in early October and approximately 3,500 people attended. Now, 50 years later, attendance has grown to more than 145,000 visitors each year. The Festival brings in millions of dollars per year, contributing to the local economy and benefiting the travel and tourism industry. From the beginning the purpose of the Festival was to raise funds to improve the quality of life in the Village of Warrens. The Festival’s focus is to donate to community organizations, including schools, fire departments, lions clubs and scout/youth groups. Over the past 50 years, the Festival has donated more than \$2 million to such organizations and will continue to fulfill that vision and mission. The Festival is a nonprofit organization that solely benefits the community of Warrens.

Guests get an up-close-and-personal look at an actual cranberry marsh and learn about the history of the cranberry and its production in the area. Our individuals are committed to educating visitors on the production of cranberries, our indigenous state fruit.

On Friday and Saturday the Cranberries Jubilee Giant Fry Pan will be available. Thirty seven years ago a tradition began and it’s been called many things “the giant fry pan” and “Bucky Badger Sundaes” but most everyone knows it as Cranberries Jubilee.” It is one of the most sought after attractions and people stand in line for hours waiting to purchase the warm cranberry mixture that is served over ice cream.

The Festival also features a variety of other contests including the Button Design for the 2024 Festival, Photography, Pictorial Cancellation, Biggest Berry, Flower Show, Quilt & Needlework, Be Our Guest (dress up in crazy costumes,) Marsh Medallion Hunt and a Cranberry Chiffon Pie Eating Contest. A variety of prizes can be won, from blue ribbons to gift certificates and cash.

Other highlights at this year’s Festival encompass a wide range of entertainment including strolling entertainment, singing and dancing. If you are hungry be sure to visit the food booths, there are over 100 of them! Guests can enjoy American, Greek, Chinese, Italian, and Mexican cuisines and of course don’t forget the cranberries. Be sure to sample a Cranberry Cream Puff, chocolate covered cheesecake, cranberry ice cream and deep-fried cranberries on a stick!



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The gigantic parade is on Sunday at 1:00 p.m. It is known as one of the largest marching band parades in the area. There are a variety of units in the parade, including various royalty, classic automobiles, horses, tractors and floats. This year the Parade Marshalls will be the Barth Robinette Family. The Parade Marshall designation is given to the individual, family or group whose impact has made a contribution to the Festival.

Recycling is one of the best things for the environment. While reducing piles of garbage, you're also protecting natural resources and habitat, cutting global warming pollution and saving water and energy. This year you can expect to see recycling bins near most of the major garbage barrels. Look for these bins when discarding any glass, cans or plastics!

Back by popular demand, the Festival's eleventh *Marsh Medallion Hunt*. The Marsh Medallion will be hidden within the Cranberry Festival grounds on public property. Clues will be given starting Thursday, September 21. Check our website [www.cranfest.com](http://www.cranfest.com) for a new clue each day. The person who finds the Marsh Medallion will receive his/her prize by returning the medallion to the Cranberry Festival Office in Warrens.

The Festival has also drawn special guests from all over the world including, Canada, England, Norway, Venezuela and France. It has hosted the Governor of Wisconsin and the Secretary and Deputy-Secretary of Tourism for the State of Wisconsin for several years, as well as, a variety of politicians, Alice in Dairyland, Donald Driver, Wisconsin Honey Queen, Fairest of the Fairs, and Miss Wisconsin. In 2023 Miss America will be visiting! We have a map to mark where you are from and last year we had over 52 countries that marked our map.

The Festival membership, board members, office staff, volunteers and sponsors are all very proud of this great Festival. People work very hard all year long to create a fun-filled Festival that visitors come back to year after year. Every person involved with the Festival has the passion and vision of the event in mind and that shines through when the event is in full swing and the sun is shining down on our small Village, giving us all good things to be thankful for. For 50 years the Warrens Cranberry Festival has been giving people a reason to celebrate the cranberry, Wisconsin's State Fruit. People enjoy themselves and look forward to this event each year; they plan their vacations around it and attend our event rain or shine. They embark on a three-day adventure, which brings them delicious food, beautiful artwork, great deals and a smile on their face! So mark your calendars - September 22-24, 2023, we hope to see you there!

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# Visit us online!

Learn even more about Warrens Cranberry Festival at our website,  
**[www.cranfest.com](http://www.cranfest.com)**

What you will find online:

- More press releases
- Newsletters
- Photo galleries
- Cranberry facts
- More details about all aspects of the Festival
- Frequently asked questions
- And much more!

Be sure to keep up with the latest news, by following the Festival on Facebook, Twitter, YouTube, and the Festival and Royalty Blogs.



**[www.cranfest.blogspot.com](http://www.cranfest.blogspot.com)**  
**[www.cranfestroyalty.blogspot.com](http://www.cranfestroyalty.blogspot.com)**



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**[www.twitter.com/WarrensCranfest](http://www.twitter.com/WarrensCranfest)**



**[www.youtube.com/user/Cranfest](http://www.youtube.com/user/Cranfest)**

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