



SAVOR SOFLO RETURNS TO HOLLYWOOD BEACH APRIL 6-7

The beachside event will feature food & drinks, celebrity meet & greets, cooking demos and more

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HOLLYWOOD, FLA. (March 4, 2024) – **SAVOR SoFLO** presented by Publix and the City of Hollywood is thrilled to announce its highly anticipated **return to Hollywood Beach for its fourth consecutive year**. A premier culinary event of South Florida, this year's event promises an unparalleled gastronomic experience set against the stunning backdrop of Hollywood Beach. The festivities will take place on **April 6 and 7**, behind the iconic Margaritaville Hollywood Beach Resort.

Building on the success of previous years, the **fourth annual SAVOR SoFLO** will once again offer attendees an unforgettable weekend filled with delectable food, exquisite wines, craft beers, and spirits, hosted by a live DJ. With **over 25,000 square feet of beachfront space under two grand tents**, guests will have the opportunity to indulge in **tastings from a diverse lineup of chefs, restaurants, wineries, breweries, and spirits producers**, showcasing the best of South Florida's culinary and hospitality scenes.

Special activations this year will include:

- Autograph signings and wine sampling with reggaeton sensation **Natti Natasha** and her new **Tasha Sparkling Rosé** on Saturday, April 6 at 2PM
- Interactive **cooking demonstrations** on the **San Pellegrino Cooking Stage** featuring local and national chef talent
- **Charcuterie Extravaganza** prepared exclusively at the Publix, Boars Head and Josh Wines tasting pavilion
- Daily **SAVOR Cooking Stage** appearances by **Food Network** winner of **Beat Bobby Flay**; **Chef Rosana Rivera** and **Chef Ricardo Castro (The Chef & The Baker)**, plus Chef tastings at the **Royal Rice** pavilion

"We are thrilled to bring back SAVOR SoFLO for its fourth year, celebrating the vibrant hospitality community of South Florida," said **Tammy Gail, founder and producer of SAVOR SoFLO on Hollywood Beach**. "This event has become a highlight on the local culinary calendar, and we are back, bigger and better every year. We are excited to welcome food enthusiasts, wine connoisseurs, and craft beer lovers to join us for an extraordinary weekend on the beach."

Attendees can choose between **general admission (\$105)** and **VIP (\$135)** tickets, both of which grant access to **unlimited tastings, live entertainment and more**. The exclusive **Publix Liquors VIP Spirits Lounge will offer VIP ticket holders an enhanced experience with premier spirits tastings**. **Tickets are on sale now** and can be purchased online at www.savorsoflo.com. A portion of the proceeds will benefit local breast cancer patients through the Glam-A-THON breast cancer charity throughout South Florida.

In line with the City of Hollywood's sustainability efforts, SAVOR SoFLO and all participating vendors will utilize compostable or biodegradable materials throughout the event to reduce environmental impact and keep Hollywood Beach clean.

For the latest updates to participants, activations and exciting news about the Festival, follow SAVOR SoFLO on Instagram [@savorsoflo](#).

About SAVOR SoFLO:

SAVOR SoFLO is a weekend-long showcase of foods, wines, craft beers and a culinary experience that joins its sister event, SAVOR ST. PETE. Both culinary events welcome thousands of foodies, wine lovers and craft beer aficionados annually. SAVOR SoFLO has been dubbed “the hippest, most exciting, two-day food, wine and craft beer festival on Florida’s East Coast.” For information about these events, visit [SavorSoFLO.com](#), and [SavorTheBurg.com](#). Stay tuned for the launch of a third Savor festival in 2025!

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