



FOR IMMEDIATE RELEASE

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**NATIONAL BUFFALO WING FESTIVAL RETURNS TO HIGHMARK STADIUM
Highlights include a VIP Experience, Joey Chestnut, a Restaurant from Iceland
and a Hot Ones™ Wing Tasting by HEATONIST**

- Where:** Highmark Stadium – “Home of the Buffalo Bills”
(One Bills Drive Orchard Park, NY 14127)
- When:** **Labor Day Weekend**
Saturday, Sept. 2, 2023 (12-9pm)
Sunday, Sept. 3, 2023 (12-7pm)
- Price:** Admission is \$20...Children 8 and under are free
- Parking:** FREE Parking
- More Info:** www.BuffaloWing.com

The National Buffalo Wing Festival presented by Empower Federal Credit Union returns to Highmark Stadium on Sept. 2nd and 3rd. Now in its 22nd year, the festival has averaged 45,000+ attendees over the last 10 years that have been tracked from all 50 states and 44 different countries. Twenty-three (23) local, regional, national, and international eateries be serving more than 100 styles of chicken wings. Other activities include a Hot Ones™ wing tasting by HEATONIST and Wing Roulette live show featuring Hot Ones’ “Camera Guy Bill”, live music, a baby wing pageant, amateur and XXXHot Wing Eating Contests, a celebrity influencer sauce-off competition, bobbing for wings, and the Wing It On! United States Buffalo Wing Eating Championship. Attendees can chow down at restaurant row and enjoy a cold beverage right on the field, where the Buffalo Bills open their season on September 17th.

Philanthropy:

Over the past 21 years, the National Buffalo Wing Festival has raised more than \$440,000 for local charities. The festival will again give back to the community with this year’s beneficiaries including FeedMoreWNY and the Alzheimer’s Assoc. of WNY.

Highmark Stadium – “Home of the Buffalo Bills”

The National Buffalo Wing Festival will enjoy a third straight year at its new home in Highmark Stadium. Working with the Buffalo Bills to fill the gap between the last pre-season game and the opening game has kept the momentum for Bills Fans and wing fanatics locally and across the country. It is a unique opportunity for fans to hang out on the field where their beloved Buffalo Bills play. It’s a great photo opportunity for family and friends. The Festival offers **FREE PARKING** to all attendees

NEW THIS YEAR!

Wingfest VIP “Craft Beer Tasting Fundraiser”

On Saturday, September 2nd, local craft breweries will be participating in two tasting sessions in the air-conditioned Pepsi Club. The first session is 2pm – 4pm and benefits Hope Rises and Shine Gold supporting those afflicted with pediatric cancer. The second session is 5pm – 7pm and benefits the Mafia Babes local charitable efforts. Tickets are \$75 and include festival admission, beer tastings for two hours, \$15 in wing tickets, a souvenir plate and cup, a bottle of Dan-O’s Spicy Seasoning and a \$5 charitable donation to the local charities for each session.

House of Wings Restaurant from Reykjavik, Iceland

This year’s special participant is coming 2,640 miles to showcase their wings here in the U.S. Owner Justin Shouse is from Erie Pa. and moved to Iceland to play professional basketball for 13 years. After retiring in 2017 as the all-time assist leader in the Iceland Pro League, Justin and longtime friend and business partner Lydur Vignisson started frying wings before basketball games to raise money for the youth basketball programs. In 2020, Justin and Lydur bought a food truck, and called it Just Wingin’ It, as they were both working as teachers and youth basketball coaches. They started as 12 flavors which led to an award for Best Bite at the 2020 European Street Food Awards. After 6 months of operating their food truck the company moved to a brick and mortar pop up in downtown Reykjavik and have been thriving since and now serve over 45 different sauces today.

Thailand Company bringing Authentic Sriracha Sauce

Global food giant, Exotic Food Thailand Company and their Flying Goose Sriracha Hot Sauce is coming all the way to Buffalo from Thailand to be the festival’s “Official Hot Sauce” leveraging the Wingfest as a springboard to grow their distribution here in the U.S. Flying Goose will bring some entertainment to the festival with a Sriracha sauce-off competition and a hot wing eating contest. " We are so excited to be a part of the National Buffalo Chicken Wing festival as the official Hot Sauce. We can't wait for so many new people to experience our flavor" say CEO John Smith.

HEATONIST, Hot Ones’ – Buffalo native Bill Drexler, aka “OG Camera Guy Bill” from the hit YouTube series Hot Ones™, is hosting a live wing roulette challenge as well as introducing a new Hot Ones Buffalo Hot Sauce at the Buffet Bowl eating challenge. The team from HEATONIST, Hot Ones’ official hot sauce partner, will be serving wings tossed with the show’s signature sauces, including the new Buffalo sauce.

Restaurant Row

Twenty-Three (23) local, regional, national, and even international eateries will be on hand serving over 120 different styles of wings as well as other local Buffalo favorite foods. The regional twists on wings from all over the country makes the Wingfest one of the most unique food festivals in the country.

Three of the restaurants coming back this year that won multiple awards at last year’s Wingfest caught a lot of fame last year because of the honors that they received right here in Buffalo.

Double Dubs from Laramie, WY was selected by Guy Fieri for an episode on the Food Network’s Diners, Drive-ins, and Dives. Also, the Blind Rhino out of South Norwalk, CT was recognized because of their Wingfest awards to be the official wing of last year’s Super Bowl VIP Party in Los Angeles hosted by Bobby Flay. Booty’s Wings, Burgers and Beer with three sports bars in the Phoenix AZ area were chosen because of their 18 national awards including 2 of the prestigious “Festival Favorite” awards as the featured wings by Good Morning Football for Super Bowl Sunday.

Major League Eating and Joey Chestnut Returning

Major League Eating co-founder, George Shea will be in Buffalo for his 19th time to emcee the Wing It On! United States Chicken Wing Eating Championship. Joey Chestnut, the #1 eater in the world will be returning to try and unseat the reigning Champion, Miki Sudo, the #1 female eater in the world. Eric “Badlands” Booker will be competing and performing some rap and even film an episode of “Badlands Chugs” for his popular YouTube Channel.

The Seneca Resorts & Casinos Entertainment Pavilion

The entertainment pavilion will feature a Paint Ball Game, Golf Simulator, a Jim Beam Distillery Experience and Live Music. A large 9’ x 6’ TV screen will be showing all the activities and contests from the field’s main stage. Of course, some of WNY’s finest brews will be on hand including a Yuengling Beer Market and sampling from Big Deal Brewing.

The Pepsi Club – indoor air-conditioned seating

The National Buffalo Wing Festival offers guests the opportunity to enjoy their wings in an air-conditioned suite with open seating and a bar. It is open to all festivalgoers for relief from sun or just to sit, relax and enjoy their wings!

National Media Coverage

Wingfest has been showcased by such national media as the Food Network (All-American Festivals, Unwrapped, Throwdown with Bobby Flay and Emeril Lagasse Live), the Travel Channel (Bar Food Paradise, Taste of America, and Food Wars), NBC’s Today Show, ABC’s The View, The CBS Morning Show, ABC Good Morning America, BBC, Regis & Kelly, Fox and Friends and even a PBS documentary.

23 Wing & Food Vendors

Anchor Bar-Buffalo, NY

Archer’s Tavern – Dayton, OH

Booty’s Wings – Surprise, AZ

Buffalo Wild Wings – USA

Center Street Grille-Enola, PA

Checker’s Restaurant – USA

Danny’s South-Orchard Park, NY

Double Dubs – Laramie, WY

HEATONIST - Brooklyn, NY

House of Wings – Iceland

Just Pizza & Wing Co. -Buffalo, NY

Legend Larry’s – Sheboygan, WI

Millie’s Café- Ottoville, OH

Not Just Cakes – Buffalo, NY

Pop ‘N Bob’s Kettle Corn-Buffalo, NY

St. John’s Brewer’s – St. Thomas USVI

Steelbound Brewery – Ellicottville, NY

The Blind Rhino-Norwalk, CT

The Dirty Buffalo – Virginia Beach, VA

The Ice Cream Shop, Buffalo, NY

Wegmans – Rochester, NY

Wing It On! – Raleigh, NC

Wings Army-Mexico

Competitive Food Eating Competitions

U.S. Chicken Wing Eating Championship

Amateur Wing Eating Championship

College Wing Eating Competition

Competitive Food Eating Competitions

Buffalo Buffet Bowl Eating Contest

Hot Wing Eating Championship

Sriracha Hot Wing Eating Contest

Amateur Cook-Offs:

Celebrity Influencer Sauce-Off
Amateur Creative Sauce-off
Restaurant Sauce-Off Competition

Other Signature Events:

Baby Wing Contest
Bobbing for Wings
Wing Roulette with Hot Ones' Camera Guy Bill

Three Live Music Stages:

Rusty Nickel Boomerang Dave Turner
Cami Clune

Festival Emcees

Quiz Master Dennis George & Jickster/97 Rock

Presenting Sponsor: Empower Federal Credit Union

Official Festival Hot Sauce: Flying Goose Sriracha Sauce

Hot Sponsors: St. Bonaventure * Jim Beam * Tri-Fri Oil * Wegmans

Event Sponsors: Marie's Blue Cheese * Russell's * Seneca Resorts & Casinos * Tums * Lake Shore Savings
William Mattar * Hunt Real Estate * Hidden Valley

Buffalo Booster Sponsors: Yuengling Beer * Freed Maxick * Big Deal Brewing* Nautilus Solar* VSP Graphics

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MORE INFORMATION: To learn more, visit BuffaloWing.com or follow along at [@WingFest](http://www.facebook.com/BuffaloWingFestival), and by using the hashtag #WingFest23.