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The CA State Fair & Food Festival Sees Largest Closing Weekend since Pre-COVID

SACRAMENTO — The 2023 CA State Fair & Food Festival wrapped up with a remarkable closing weekend, recording the largest four-day attendance figures since the pre-COVID era. Highlighting this achievement was an unprecedented single-day influx of more than 65,000 guests on Saturday, July 29, a milestone that underscored the fair's resounding success.

Despite this July being the hottest on record not just in northern California, but across the world, the CA State & Food Festival was voted one of America's top-ten summer destinations according to a survey conducted by FamilyDestinationsGuide.com.

The entertainment line-up for the Toyota Concert Series saw massive crowds inside and surrounding the Golden 1 Stage. It was a standing room only for Boyz II Men, Isley Brothers, Ashanti, Kool & the Gang, 38-Special, Gin Blossoms, and Trace Adkins.

"We have made significant investments in our dynamic concert line-up, children's programming, and engaging activities," said Tom Martinez, CEO of Cal Expo & California State Fair. "It's all about letting everyone enjoy the best of what California has to offer. The success of this year's event demonstrates our commitment to offering an unforgettable experience."

New events like Lucha Xtreme Wrestling at the Rodeo Arena and the Lost World of Dragons were a big hit. After a hiatus, Monster Truck Mayhem, Destruction Derby Day, and the Bear Cup Esports Tournament returned. San Jose State took three number one spots in the four-day collegiate gaming tournament.

For the third consecutive year, Country Fair Cinnamon Rolls took Best of Show for the Food Festival Competition with its Carmel Apple Cinnamon Roll Sundae. Just for the show stopping treat, they used 6,000 pounds of flour, 300 gallons of cream cheese frosting, and 360 pounds of chopped Fuji apples. Newcomer to the Fair and the Food Festival Competition was Benito's Tacos with their Quesabirria Tacos with a consume that was handed down for generations. They won Best Savory and Best in the Division.

Also returning this year was the California Lottery booth. Lines were long as fairgoers felt lucky buying tickets for a billion-dollar Powerball jackpot and a billion-dollar Mega Millions jackpot.



Entertainment and activities spanned from Heart Health Park with two Sac Republic FC soccer games, and a concert, to the Miller Lite Racetrack Grandstand. Heart Health Park also played host to the California State Fair Cornhole Competition and Best of California Brewfest. More than 3,500 admissions were provided to honor our Military, Veterans, and First Responders for Appreciation Day.

More than 40 million impressions of families sharing memories on social media platforms highlighted on the new State Fair social media screens located throughout the fairgrounds. Other platforms included Twitch, TikTok, Facebook and Instagram.

OTHER NOTABLE STATS

- All 58 counties participated in the CA State Fair competitions. This is the first time in recent history that this has happened.
- 900+ beers entered into the Commercial Beer Competition
- 1,846 wines entered into the Commercial Wine Competition
- 29,000 rides on the Sky Ride
- At the Butler Amusement Midway, Fairgoers rode on the rides over 1 million times in total. The White-Water ride was ridden over 75,000 times
- The classic Monorail was ridden over 50,000 times
- 19,662 wine slushies were served in the Save Mart Wine Garden
- 35.75 corn dogs were eaten by the winner of the Milo's Corn Dog Eating Contest - Dan Kennedy who beat out reigning champ Molly Schuyler by nearly three corndogs.
- 67,000 corn dogs consumed
- 9,000 Dole Whips served
- 10,000 pieces of the fruit was sold at the Save Mart Supermarkets Passport Program at the CA State Fair Farm

ABOUT CALIFORNIA STATE FAIR

The California State Fair is an international award-winning fair, receiving top honors at the International Association of Fairs and Expositions out of more than 1,100 fairs world-wide. The California State Fair is dedicated as a place to celebrate the best the state has to offer in agriculture, technology and the diversity of its people, traditions and trends that shape the Golden State's future.

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