



For Immediate Release:

January 20, 2026

Mackenzie Zarzycki
VP of Marketing and Communications, Discover Saratoga
MacKenzie@discoversaratoga.org
O: (518) 584-1531

Discover Saratoga Announces 27th Annual Chowderfest

Saratoga Springs, N.Y. – Discover Saratoga is proud to announce the return of its signature winter event, [the 27th Annual Chowderfest](#), taking place on Saturday, February 7, 2026, from 11:00 a.m. to 4:00 p.m. in Saratoga County.

Presented by DeCrescente Distributing Company, Coors Banquet, Saranac, and Surfside, this beloved community event invites locals and visitors alike to sample 4 oz. servings of chowder for \$2 each from roughly 80 Saratoga County restaurants and businesses.

“For nearly three decades, Chowderfest has been one of those events that truly defines winter in Saratoga,” said Discover Saratoga President Darryl Leggieri. “It brings people together during the quieter season, supports our local businesses, and reminds visitors that Saratoga County is vibrant year-round. We’re excited to welcome everyone back for another unforgettable day.”

“Chowderfest is one of the best days of the year to go out with friends and enjoy some great tasting chowder and beverages,” said Vice President of DeCrescente Distributing Company Carmine DeCrescente. “Saranac Brewery will be kicking off its seasonal Blueberry Blonde Ale at this year’s event, and you can find it, along with Surfside and Coors Banquet, at bars and restaurants throughout Saratoga County. Cheers to drinking responsibly and may the best chowder win!”

In addition to chowder tastings, attendees can enjoy live entertainment and family-friendly activities throughout Saratoga. To enhance the experience and ensure pedestrian safety, Broadway will be closed to vehicular traffic from Lake Avenue to Washington Avenue from 10:00 a.m. to 4:30 p.m.

Free shuttle service will once again be provided, with four shuttles running continuously between Saratoga Casino Hotel and downtown from 10:00 a.m. to 5:00 p.m.

Official Chowderfest merchandise—including long-sleeve t-shirts, knit beanies, and the Chowderfest spoon—will be available for purchase at the Saratoga Hilton Lower Lobby and the Saratoga Springs Heritage Area Visitor Center.

Voting will take place through the [Discover Saratoga mobile app](#), with one vote permitted per device. Voting closes at 4:30 p.m., and winners will be announced at 6:00 p.m. at the Saratoga Springs Heritage Area Visitor Center.

Participants who vote in the app will be entered to win \$1,000 in Saratoga-area gift cards, redeemable at local businesses and restaurants.

“We encourage visitors to turn Chowderfest into a full weekend experience,” Leggieri added. “With special hotel rates, dining, shopping, and winter activities, there’s so much to enjoy beyond the event itself.”

For event details, participating vendors, hotel specials, and shuttle information, visit DiscoverSaratoga.org/Chowderfest or call (518) 584-1531.

Special thanks to our sponsors, including DeCrescente Distributing Company, Coors Banquet, Saranac, Surfside, Westminster Bakers Co., Saratoga Springs City Center, T-Shirt Graphics, Saratoga Hilton, The Daily Gazette, Graves Brothers Home Improvement, Market 32 by Price Chopper in partnership with Old Bay, iHeartMedia, Yankee Home, Nemer CJDR of Saratoga, Upstate Transit of Saratoga, Saratoga Casino Hotel, Saratoga Bridges, Renewal by Andersen, Romeo Ford & Subaru, Saratoga.com, DePaula Auto Group, Townsquare Media, Purdy’s Discount Wine & Liquor, Saratoga Today, Albany Broadcasting, Another Day Another Diner, Reliable Onsite Services, Saratoga Automobile Museum, Julie & Co. Realty, LLC, Saratoga Escape Rooms, Mostly Modern Festival, Adirondack Trust & Amsure, and Impressions of Saratoga.

###

About Discover Saratoga:

Discover Saratoga, also known as the Saratoga Convention & Tourism Bureau, serves as the official Tourism Promotion Agency for Saratoga County and is a key economic development engine for the region. Its mission is to contribute a positive impact on the local economy by promoting and marketing Saratoga County as a world-class destination for leisure travel, meetings, and events. For more information about Discover Saratoga, please visit www.DiscoverSaratoga.org.