

WELCOME TO THE 13TH ANNUAL



BIG KAHUNA
LABOR DAY FESTIVAL
Flavor Day Weekend

WORLD'S FAIR PARK
KNOXVILLE, TN
SEPTEMBER 6, 2026

**GENERAL
ADMISSION \$35**

**KIDS
UNDER 8 FREE**

   [bkwfestival.com](https://www.bkwfestival.com)



WELCOME TO KNOXVILLE

Welcome to the Big Kahuna Labor Day Festival at World's Fair Park in downtown Knoxville. We are thrilled to have you join us for a Labor Day weekend celebration filled with bold flavors, live entertainment, family-friendly activities, spirited competitions, and an unforgettable pyro-musical fireworks show.

What began in 2011 as a hometown idea to celebrate East Tennessee's love of wings has grown into one of the region's standout culinary and fireworks events. Over the years, the festival has welcomed guests from across the Southeast and helped generate more than \$685,000 in charitable contributions for local causes. Your attendance continues that tradition of good food, good fun, and giving back.

This year's festival offers something for everyone, including more than 15,000 pounds of wings, some of the best wing flavors in the South, the Taste of Knoxville Pavilion, Wings Around the World, live music performances, cooking and eating competitions, Kids' Corner, and expanded activities on both the festival and performance lawns.

Thank you for being part of this flavorful Knoxville tradition. Whether you are here for the wings, the music, the competitions, the fireworks, or simply to spend time with family and friends, we are grateful to celebrate with you. Most importantly, thank you for helping make a meaningful impact for local charities across East Tennessee.

Matt Beeler, Founder

BENEFITING CHARITIES

For more than 30 years, **Thompson Cancer Survival Center** has brought world-class cancer care to East Tennessee. Our expert physicians and multidisciplinary teams use the most advanced medical technologies to achieve breakthrough treatment successes. The cancer care providers employed by Thompson Oncology Group are also supported by a comprehensive team of specialists and staff, including dietitians, genetics counselors, physicists, pharmacists, therapists, technologists, oncology nurses, social workers, and more. And, Thompson Cancer Survival Center is a member of Covenant Health, our region's largest healthcare delivery enterprise.

The **Educator Resource Center**, headquartered in Knoxville, TN, is a non-profit organization that uplifts our community through collaboration and targeted initiatives. With years of impactful service, our organization has emerged as a pillar of support and empowerment. Our dual focus on enhancing parental leadership, coupled with a steadfast commitment to serving educators, defines the essence of our core values. For instance, we "Serve the Servants" with a primary focus on the Knox County School staff members and private schools.

Founded in 2013, the Big Kahuna Labor Day Festival has raised over **\$685,000** for local charitable organizations and we are hopeful to make an even bigger impact in 2026.

THANKS FOR YOUR SUPPORT!





150 Locations

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► CovenantHealth.com



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CALLING THE CURIOUS

Crafted with the best our region has to offer.

VISIT KNOXVILLE
TENNESSEE

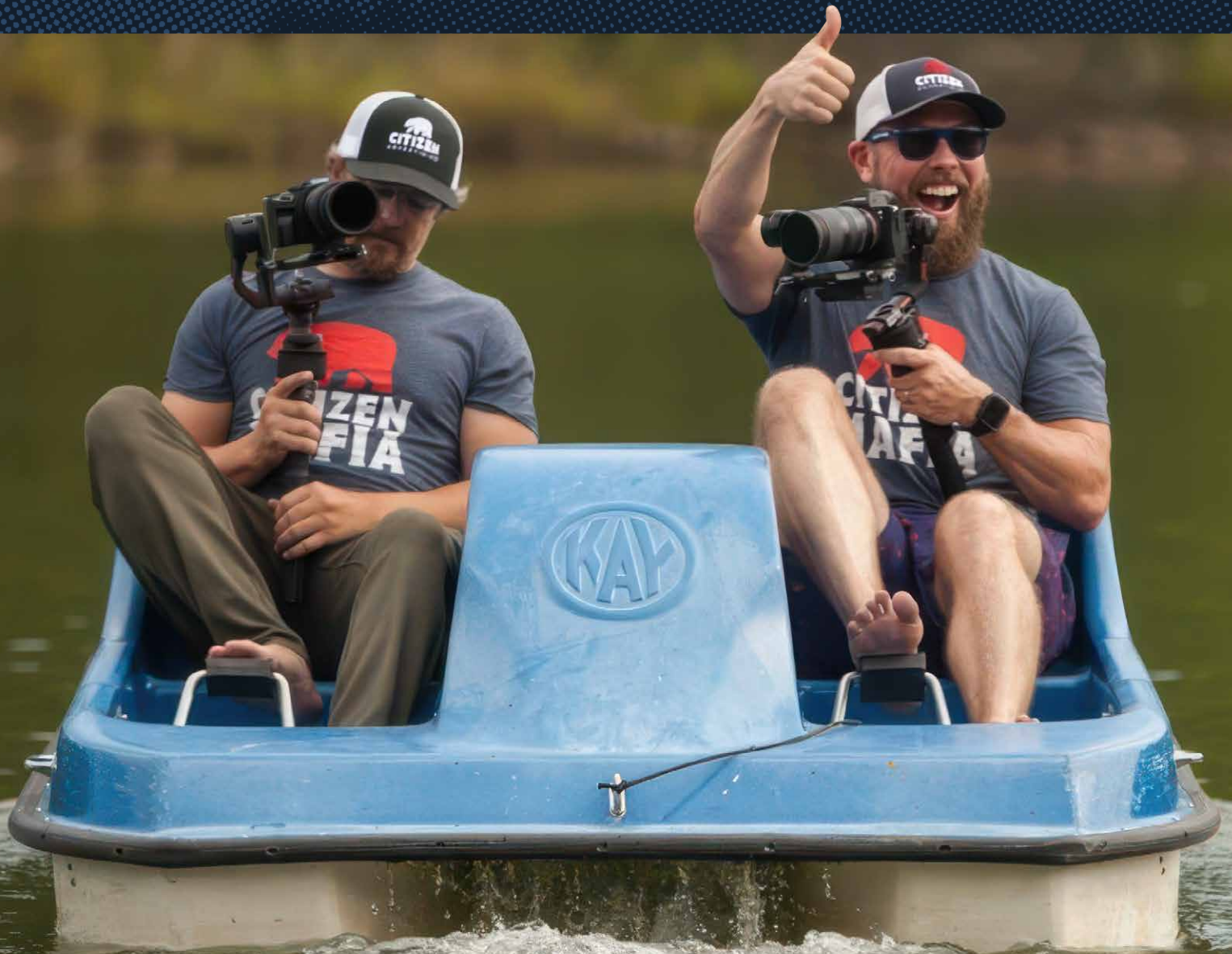
FESTIVAL MAP

WORLD'S FAIR PARK



- | | | | |
|---|-------------|---|---------------|
|  | Wing teams |  | Beer |
|  | Food trucks |  | Merchandise |
|  | Vendors |  | Kids Zone |
|  | Beverages |  | Sponsor Tents |
|  | ID check |  | Restrooms |

BUILD YOUR BRAND. HAVE **FUN** DOING IT.



CITIZENADAGENCY.COM

FESTIVAL TIPS



Entry allows patrons the ability to try **wings** from any of the competing teams as well as **samples** from the TN TasteMaker and Big Kahuna Wings Pavilions. Wing/Culinary Experience ticket holders receive 15 complimentary wings/culinary samples.



NO PETS PLEASE (We love our furry friends and don't want them to choke on a chicken bone!)



No outside food or beverages of any kind allowed. Free water available.



Lawn chairs may be brought into the festival



CLEAR backpacks and bags are encouraged (ALL bags are subject to search)



Lost and Found located at the Front Gate



BIG KAHUNA
LABOR DAY FESTIVAL
Flavor Day Weekend

99.1
THE SPORTS
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THE 13TH ANNUAL BIG KAHUNA LABOR DAY FESTIVAL!



WHERE EVERY VOICE MATTERS

SCHEDULE OF EVENTS

PERFORMANCE STAGE

Brian Clay Jazz 2:00 PM

Crawlspace 4:00 PM

Wyatt Ellis 5:30 PM

Fireside Collective 7:30 PM

CONTEST STAGE

Amateur Wing Eating 3:30 PM

Bobbing for Wings 5:00 PM

Celebrity Wing Eating 7:00 PM

ULTIMATE AIR DOGS

First Jump 3:00 PM

Second Jump 5:30 PM

Third Jump 7:30 PM

DJ STAGE

Sterl the Pearl 2:00-8:00 PM

FIREWORKS SHOW 9PM



**SUPPORTING LOCAL RESTAURANTS.
SUPPORTING THE COMMUNITY.**

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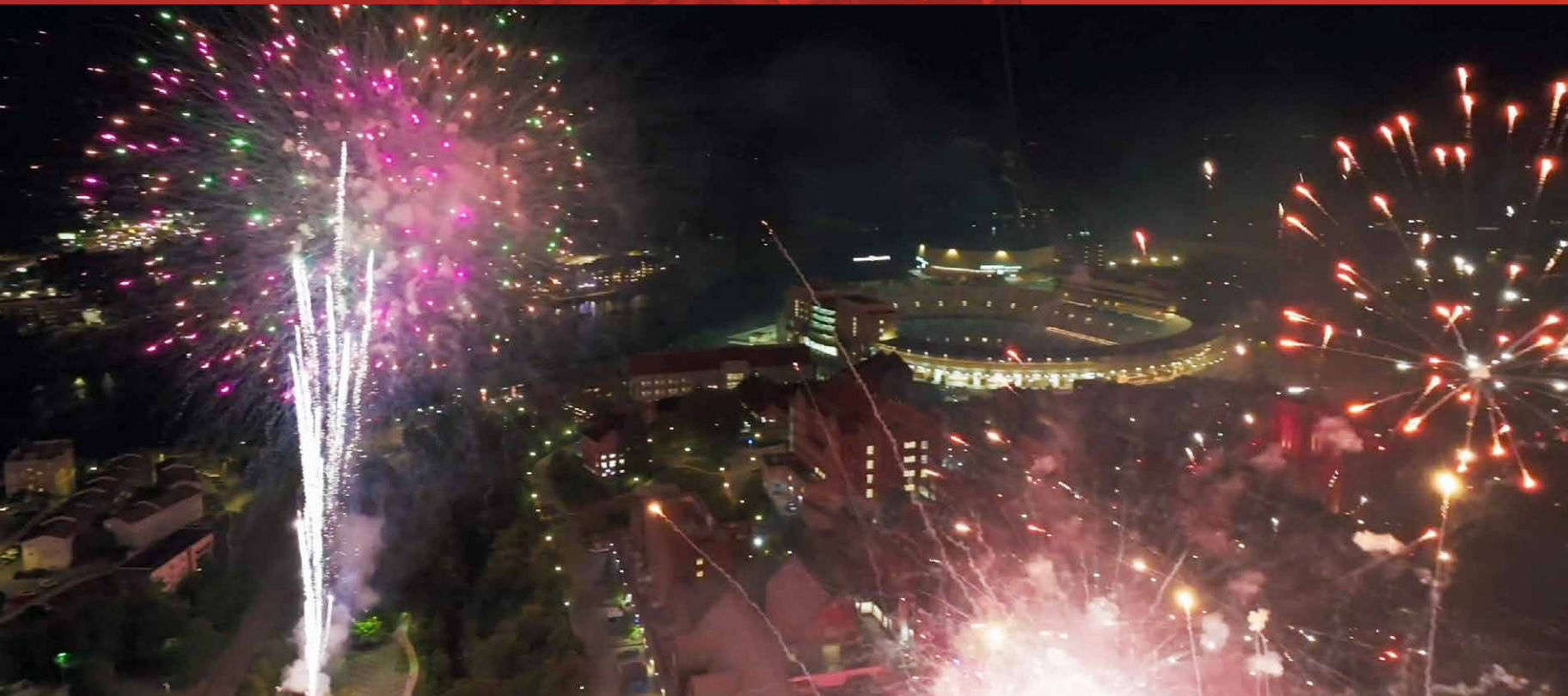
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**US. WE HELP YOU
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FIREWORKS SHOW

9 PM



Since 2016 Knoxville hasn't had a premier fireworks event on Labor Day weekend. The Big Kahuna Labor Day Festival has changed that! The expansive pyro-musical fireworks presentation is one of a kind and will delight the whole family. This unique experience is immersive and impressive especially if you are on the festival grounds. There is not a bad seat in the house!

Not just winging it



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ULTIMATE AIR DOGS

Ultimate Air Dogs is the premier dock jumping organization in the country!

Started in 2005 by former Detroit Tigers Pitcher Milt Wilcox, & his son Brian, Ultimate Air Dogs has soared to the top simply because of a down to earth attitude, grass-roots background, and ability to make every competitor feel welcome!

From the smallest jumper to the biggest Ultimate high flyer, all breeds (mix or purebred) any size (Yorkies to Great Danes) are encouraged... as long as they can swim!



JUMP TIMES: 3PM • 5:30PM • 7:30PM

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LIVE MUSIC BY



7:30 on the Y-12 Music Stage

Proud
supporter
of your
wing habit.



LIVE MUSIC BY

Wyett Ellis



5:30 on the Y-12 Music Stage

SPACES IN THE CITY

Spaces in the City brings together East Tennessee's finest collection of distinctive venues, acclaimed restaurants, exceptional catering, and full-service event experiences, including our newest additions, The Standard and The Lumigail. Whether you're hosting an intimate gathering or a grand celebration, our team combines inspired cuisine, personalized service, and seamless execution to create unforgettable moments that leave a lasting impression.



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LIVE MUSIC BY CRAWLSPACE



4:00 on the Y-12 Music Stage

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**WEEKDAYS
STARTING AT 4:30am**

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WATE 6+

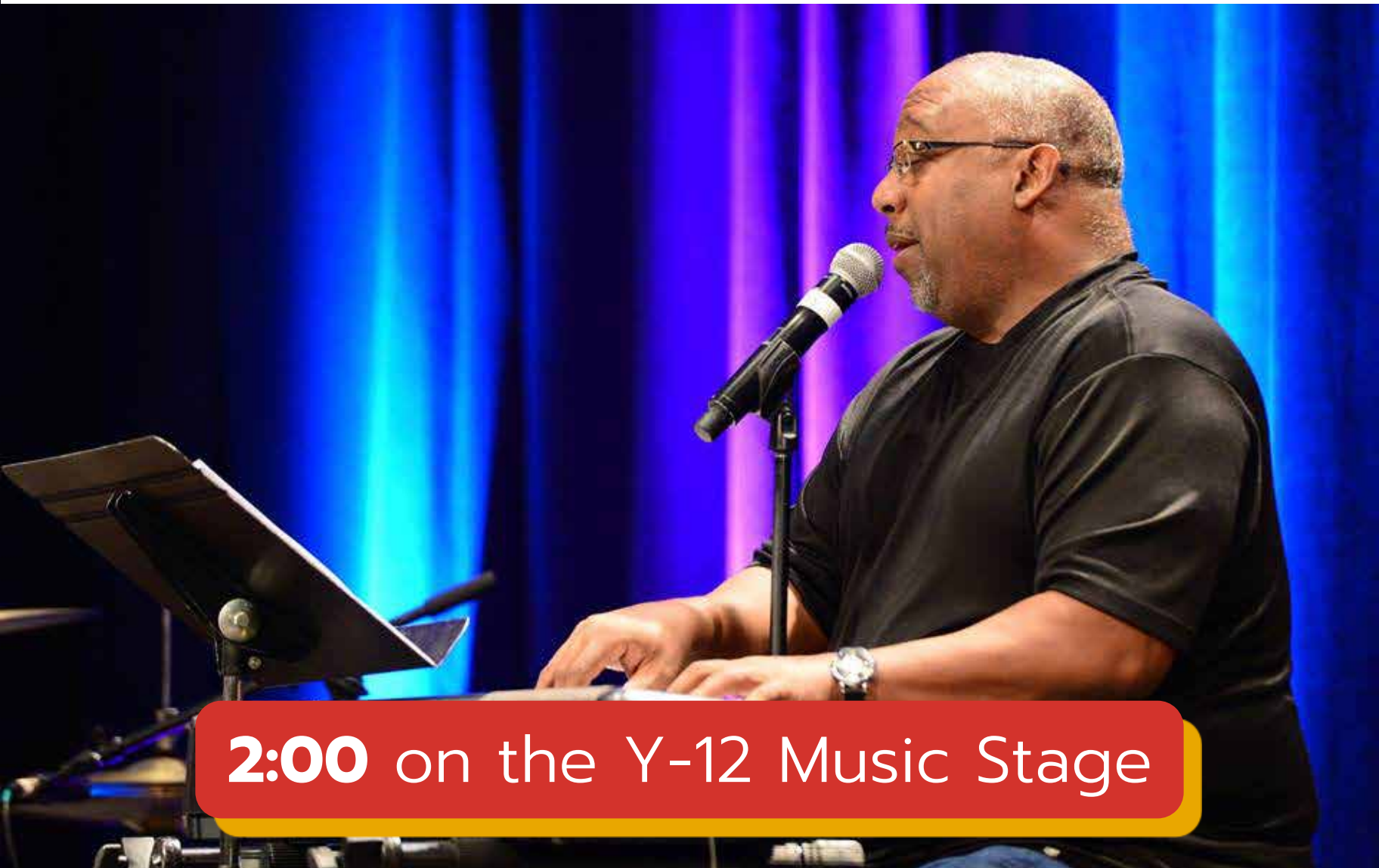


WATE.com

STREAM FOR FREE!

LIVE MUSIC BY

BRIANCLAY *Jazz*



2:00 on the Y-12 Music Stage



BIG KAHUNA
LABOR DAY FESTIVAL
Flavor Day Weekend



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Mike Witcher**

OTHER ENTERTAINMENT



Get ready to turn up the energy with **Sterl the Pearl** — DJ, hype man, and the ultimate party-starter! Known as the official DJ of the Tennessee Volunteers, Sterl brings unmatched charisma, high-octane beats, and a magnetic stage presence that gets any crowd on its feet.

Get ready to unleash your inner lumberjack - **axe throwing** is coming to the Big Kahuna Labor Day Festival! Whether you're a seasoned pro or a first-time thrower, this high-energy activity is the perfect way to add some adrenaline to your festival experience.



Get ready for flavor, fun, and fiery commentary, because **Sauce McGraw and Walt Tangy** are bringing the heat to the Big Kahuna Labor Day Festival! These saucy legends will be live on the mic all day long, delivering play-by-play commentary with their signature spice, wit, and bold banter.

The Big Kahuna Labor Day Festival isn't just for the grown-ups; our epic **Kids Zone** is packed with fun for the little ones all day long! From bounce houses and face painting to games, it's a non-stop adventure designed just for kids.



TENNESSEE TASTEMAKER PAVILION



Delightful Food, Cocktails, and Wine. Specializing in small plates and tapas. Friendly atmosphere with occasional live soft jazz.

FESTIVAL MENU ITEMS

Italian Meatballs: Served with marinara and topped with parmesan and basil.

Chicken Skewers: Served with a white BBQ sauce and bacon topped with green onions.

📍 607 N Campbell Station Rd, Knoxville

🔍 waterintowineknoxville.com

Authentic Mexican street food menu featuring tacos, burritos and huaraches with handmade tequila, mezcal and margaritas.

FESTIVAL MENU ITEMS

Cochinita Pibil: The best authentic cochinita pibil served with pickle red onions, guacasalsa & chips.

Cheese Dip: Our extra melt cheese dip served with chips.

📍 102 Stekoia Ln, Knoxville

🔍 zalatetacos.com

BIG KAHUNA WINGS

BKW

PAVILION

FESTIVAL MENU ITEMS

Smoky Fried Ribs

Barbecue Fired Pulled Pork

Cauliwings

Boneless Wings

At Big Kahuna Wings, we believe in offering the highest quality products using the freshest ingredients and delivering them with superior customer service. Come find your table at any of our East Tennessee locations.

Big Flavor • Big Friendly • Big Kahuna Wings

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Labor
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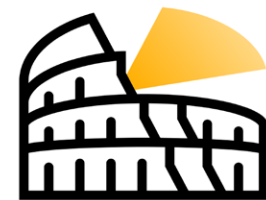
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2026

COMPETITION TEAMS

ADVENT ELECTRIC

AERIAL GRAPHX

AVALON COUNTRY CLUB

BACKYARD BOYZ

BARRELHOUSE BBQ SMOKEHOUSE

CARNIVORE'S QUE

FRIENDS BBQ

GILLEY G.O.A.T BBQ & PRINT FX

HALFBACK BBQ & SMOKEHOUSE

IRON FORGE BREWING

JACKSON BROWN CHICKEN & FISH

KARNS HIGH SCHOOL CULINARY

LORD OF THE WINGS

LWJ CRISPY CRITTERS

NAPPY WINGZ

PETTY'S PUB

ROM PABLO'S

SECURE THE SAUCE

SOUL GOOD

SPANKY'S WINGS

THE BED STORE

THE POINT

THE TAVERN AT MAKER EXCHANGE

UNCLE JOHN'S ADDICTIVE DIPS

WINGAHOLICS

WINGS ON YOUR SIDE

YOUTHFORCE BOYS & GIRLS CLUB OF THE TN VALLEY

FORMER CHAMPIONS

2013 FLUSTER CLUCKS	2018 NAPPY WINGZ	2023 HALFBACK BBQ
2014 PC REAL ESTATE	2019 LORD OF THE WINGS	2024 TMG PITS
2015 FREE BEER	2020 COVID 19	2025 CARNIVORE'S QUE
2016 BIG ORANGE TAILGATE	2021 NAPPY WINGZ	2026 ???
2017 FRANK BONZ	2022 TMG PITS	

We hope you enjoy the day, and
mark your calendars for next year!

SEP 5, 2027



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Flavor Day Weekend