

August 10, 2021

Queensland's ultimate drive thru – keeping the Ekka spirit alive

To thank Queenslanders for their outpouring of support following last week's cancellation of the 2021 Royal Queensland Show (Ekka) presented by RACQ, the RNA is bringing back the wildly popular Strawberry Sundae and Dagwood Dog Drive Thru, opening this Saturday (August 14).

The 2021 Ekka Tastes Drive Thru will be bigger and better than ever with the addition of the much-loved iconic Bertie Beetle showbags and double the capacity of the inaugural Drive Thru first introduced in 2020.

Opening from this Saturday for nine days until Sunday August 22 at the Brisbane Showgrounds, the Ultimate Ekka Tastes Drive Thru will offer the classic Show treats from 10am to 7pm each day together with a special Ekka Tastes pop-up outlet in King Street.

Due to the recent South-East Queensland lockdown and COVID-19 outbreak, this year's Ekka was cancelled in the best interests of public health.

Ensuring the health and safety of the Ekka community and the public is paramount and the RNA is fully supportive of the Queensland Government's decision.

It is the second year in a row that the Ekka has been cancelled due to the pandemic.

RNA Chief Executive Brendan Christou said the RNA had been overwhelmed by the support of Queenslanders in the wake of the Ekka's cancellation, just five days out from the start of Show.

"The RNA has been touched by the incredible outpouring of support, so we wanted to give something back to the community who have stood by us for 145 years, it's so important to keep the Ekka spirit alive," he said.

"We are delighted to offer the public the chance to get their favourite Ekka fix from this Saturday in our super-sized drive through in B105 Sideshow Alley which has double the number of outlet lanes compared to last year's set-up.

"We are expecting huge interest so we will run the Drive Thru for nine days – the number of days this year's Ekka would have run for."

Mr Christou said last year 54,000 sundaes were sold at the drive thru and King Street pop-up outlet plus 30,000 dagwood dogs.

"Due to the incredible community sentiment and support we expect to sell double those amounts," Mr Christou said.

Mr Christou said the RNA had also been able to keep the Ekka spirit alive this past week with judging taking place for 20 of the 55 competitions.

“It’s so important for our exhibitors that we were able to continue judging in these competitions, so all their hard work could be recognised and rewarded.”

The Ekka Tastes Drive Thru and Ekka Tastes Pop Up Outlet will sell the Ekka Strawberry Sundaes for \$5.50; Dagwood Dogs for \$5.50 and Bertie Beetle showbags for \$5. Show your RACQ membership card and save 50 cents on Strawberry Sundaes and Dagwood Dogs.

The iconic Ekka Strawberry Sundaes are a family favourite and have been enjoyed by millions of Ekka guests since the 1950s, with more than 180,000 devoured at the 2019 show.

Ends

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