



Over 10,000 attend 2025 Maine Whoopie Pie Festival



The Maine Whoopie Pie Festival on June 14th in Dover-Foxcroft broke records with over 10,000 people attending. The Festival was held for the first time at the Piscataquis Valley Fairgrounds. The date for the 2026 Festival will be Saturday, June 20th. Photo courtesy of the Maine Whoopie Pie Festival and the Center Theatre.

[Dover-Foxcroft, Maine] - The Center Theatre and the Piscataquis Chamber of Commerce announced that over 10,000 people attended the 2025 Maine Whoopie Pie Festival at the Piscataquis Valley Fairgrounds. The event, already the largest single-day event in the county, grew tremendously in 2025.

Festival organizer Patrick Myers, Executive Director of the Center Theatre for the Performing Arts, thinks many factors contributed to the growth this year. "We moved the Festival earlier in the year, so it really is one of the first big summer events. We were also very lucky that after a dozen or more weeks of rainy Saturdays, the weather was perfect." Myers also thinks the new location at the Piscataquis Valley Fairgrounds contributed to the record-breaking turnout. "With all the space at the Fairgrounds, I think people knew it would be easier to walk around and see all the bakers, vendors and entertainment," said Myers.

There were also growing pains as attendance jumped from 6,000 in 2024 to over 10,000. The increased attendance led to shortages of tokens going out to attendees to get samples from the bakers. "We thought we had enough for 8,000 people, but got overwhelmed," Myers stated. Festival staff had to go to a local hardware store and buy 2,000 large metal washers as back-up tokens to compensate.



The more serious issue were long traffic jams around Dover-Foxcroft as people tried to get to the Festival. There were reports of cars backed up a mile or more at various times. Myers said there will be meetings with emergency services to plan for 2026. "We definitely needed more people parking cars to get them in off the street faster," Myers said. He thinks there will also be assigned routes next year for Festival traffic to leave corridors for emergency services to respond.

However, the new location at the Fairgrounds was able to accommodate the crowd and the layout of the Festival allowed them easy access to bakers and vendors. The Piscataquis Chamber of Commerce, led by Denise Buzzelli, organized the vendors and food trucks. Many people were heard commenting on how well suited the Fairgrounds were for the event and how well the vendors and other areas were organized.

Along with record-setting attendance there was also a record number of bakers and whoopie pies. Myers estimates that the 30 bakers in attendance brought over 50,000 whoopie pies to the event. With lead sponsor Shaw's Supermarket bringing over 4,000 on their own. Most of the whoopie pies were eaten as samples at the festival or taken home with attendees.

Winning the coveted People's Choice award, chosen by Festival attendees, was Husson University in Bangor who attended for the first time. They also won first place in the Allen Coffee Brandy People's Choice award for their Allen's wants S'Mores whoopie pie which also won the Allen's Coffee Brandy prize as decided by the Festival judges. Taking first place in the Best Traditional Whoopie Pie contest was Honey and Lace bakery in Sedgwick. Best Flavored Whoopie Pie was won by Katherine's Bakery and Café in Norway for their Apple Pie Whoopie. Katherine's also won the contest for the most creative whoopie pie name for 'My Golly, Miss Moxie.' The Best New Baker at the festival was Freshies from Hampden with their Campfire Smore Whoopie. Elaine's Bakery in Milo won the Healthy Whoopie Prize for their Fat Free Yogi Health Nut. The Yankee Whoopie Prize was won by Valley View Orchard Pies in Oxford for their Maine Blueberry Pancake. And winning the Festival's three eating contests were Ehella Dill from Lincoln (Youth category), Levi Hincer from Lee (Teen), and Justin Cox from Eddington (adult). Full contest results are available at www.MaineWhoopiePieFestival.com.

The organizers of the Festival have also announced that the date for the 2026 Maine Whoopie Pie Festival will be June 20th, 2026. Registration for bakers and vendors will open in January. The Festival is the largest annual fundraiser for the Piscataquis Chamber of Commerce and the Center Theatre for the Performing Arts and supports the Theatre's mission to engage and inspire by making art, education, and entertainment accessible to our rural communities.