

FOR IMMEDIATE RELEASE

53rd Annual San Diego Serbian Festival Returns Saturday October 10

with San Diego FC Official Club Bartender Dushan Zarić as Special Guest

TV-ready visuals include a live cocktail-mixing demonstration, Serbian food, colorful folklore dancing, live Balkan music and tours of a spectacular mosaic church.

V. Rev. Bratso Krsic, Parish Priest
(619) 276-5827 | Mobile: (619) 316-2362
frbratso@sbcglobal.net

George Skaljic, Publicist
Mobile: (650) 430-6176
sdserbianfestival@gmail.com

PRESS KIT: https://sdserbianfestival.com/?page_id=102

SAN DIEGO, CA – September 2026 – The 53rd Annual San Diego Serbian Festival will be held Saturday, October 10, 2026, from noon to 11:00 p.m. at St. George Serbian Orthodox Church 3025 Denver St., San Diego, CA 92117 (near I-5 & Clairemont Dr.) in Bay Park. The one-day celebration offers assignment desks and feature producers a highly visual mix of Serbian culture, food, music, dance, faith—and this year, a distinctive San Diego sports-and-cocktail connection.

Internationally acclaimed mixologist Dushan Zarić, a native of Belgrade and the Official Club Bartender of San Diego FC, will appear as the festival's Special Guest and perform a live cocktail-mixing demonstration at the festival bar.

SPECIAL GUEST & LIVE TV OPPORTUNITY: DUSHAN ZARIĆ

San Diego FC Official Club Bartender • Internationally Acclaimed Mixologist • Serbian Native

FROM BELGRADE TO SAN DIEGO — SEE A MASTER MIXOLOGIST AT WORK

Zarić brings an international résumé to the festival: winner of the World's Best Bartender Competition in Barcelona in 2002, co-founder of the celebrated New York cocktail bar Employees Only, and recipient of the 2014 Tales of the Cocktail Spirited Award for Best Bar Mentor.

San Diego FC named Zarić its Official Club Bartender in 2024, creating a distinctive crossover between professional sports, hospitality and cocktail culture.

LIVE COCKTAIL-MIXING DEMONSTRATION

Festival guests can watch Zarić behind the bar demonstrating the creativity, technique and craftsmanship that have made him an internationally recognized figure in cocktail culture. He is also expected to create a new signature cocktail for the event.

Saturday, October 10 • Serbian Festival Bar • 6:00–9:00 p.m.

MEDIA: Zarić is available for advance in-studio interviews. The festival can also discuss an advance on-site/live-remote segment featuring Zarić preparing the bar before the gates open, subject to scheduling.

Event Details

WHAT: 53rd Annual San Diego Serbian Festival

WHEN: Saturday, October 10, 2026 | 12:00 p.m.–11:00 p.m.

WHERE: St. George Serbian Orthodox Church, 3025 Denver Street, San Diego, CA 92117 (near I-5 and Clairemont Drive)

ADMISSION: \$5 general admission; FREE for children 12 and under, Active Military and First Responders

INFO: www.sdserbianfestival.com

A Highly Visual Celebration of Serbian Culture

For more than half a century, the San Diego Serbian Festival has welcomed Southern California to experience Serbian hospitality firsthand. Colorful folklore ensembles in regional costumes will perform Kolo, the traditional Serbian circle dance, including St. George's Morava folklore group and visiting Serbian dance ensembles from throughout Southern California.

Live Serbian and Balkan music will fill the festival grounds throughout the day, creating continuous opportunities for music, dancing, crowd interaction and colorful television visuals.

"The San Diego Serbian Festival is more than a celebration—it is an invitation to experience our culture, faith, food, and hospitality," said V. Rev. Bratso Krsic, parish priest of St. George Serbian Orthodox Church. *"We welcome everyone to join us and discover the richness of Serbian heritage and Orthodox Christianity."*

Authentic Serbian Food & Drink

Festival kitchens will serve roasted lamb and pork, ćevapčići (grilled minced-meat sausages), sarma (stuffed cabbage rolls), burek (meat or cheese pastry), gibanica, pita, palačinke (Serbian crepes), baklava, Serbian coffee and homemade pastries and desserts. Vegetarian selections will also be available.

Guests 21 and older can also enjoy Serbian and European-style beer, wine and šljivovica, Serbia's traditional plum brandy.

Inside One of San Diego's Most Striking Sacred Spaces

Festival visitors can tour St. George Serbian Orthodox Church and see its extraordinary Venetian glass mosaics, which cover virtually the entire interior. Guided tours explain Orthodox Christianity, Serbian religious traditions and the centuries-old Byzantine imagery depicted throughout the sanctuary.

Church tours will be offered throughout the afternoon and evening. A Vespers service will provide another opportunity to experience an Orthodox Christian worship tradition.

Media Opportunities / Assignment Desk

The festival is available for advance and day-of coverage. Potential television segments include Dushan Zarić cocktail preparation and interviews; Serbian cooking and food preparation; folklore dancers in traditional costume; live Serbian/Balkan music; church mosaic tours; clergy interviews; and festival setup and behind-the-scenes activity.

LIVE REMOTE / MORNING SHOW POSSIBILITY: For stations interested in an advance live remote, organizers can discuss early access before the noon opening, including the possibility of Dushan Zarić setting up and preparing the festival bar as a live visual segment, subject to his availability and station scheduling.

To schedule an interview, preview, in-studio appearance or live remote, contact George Skaljic, Publicist: (650) 430-6176 | sdserbianfestival@gmail.com

About the San Diego Serbian Festival

Celebrating its 53rd year, the San Diego Serbian Festival is a cornerstone cultural event for Southern California's Serbian-American community. Through traditional cuisine, folklore dancing, live music, cultural activities and tours of St. George Serbian Orthodox Church, the festival introduces visitors of all ages to the heritage and hospitality of Serbia.

For additional information: <https://sdserbianfestival.com/>

###