PRESS RELEASE

ELKTON ALLIANCE, INC. HOSTS ELKTON'S ANNUAL SOUP COMPETITION, SOUP, THERE IT IS

[Elkton, MD, February 9, 2026] – Elkton Alliance, Inc. held it's annual soup competition on February 6, 2026. Soup, There It Is! is an event where local businesses prepare homemade soups for the community to enjoy and vote for their favorite. This event allows the community to engage with merchants in a way they may not have before and reminds them of all that Elkton has to offer. Eight local businesses chose to participate, including Abracadabra Pest Solutions, Cecil County Arts Council, Cecil Slices, The Forgetful Fork, IQ Fiber, Legends on Main, Walt's Tavern, and Youth Empowerment Source.

Over 120 community members came to sample the French Onion Soup, Mushroom Sherry Bisque, Creamy Tomato Basil, Lobster Bisque, Chicken Noodle Soup, Loaded Baked Potato Soup, Seafood Bisque, and Crab Bisque. Throughout the night, the community also enjoyed fresh hot chocolate as well as the chance to meet the event's mascot, an homage to the SNL sketch where the event derives its name.

"Soup, There It Is! is one of our favorite events because it brings residents and businesses together in a relaxed, welcoming way," said Alicia Calhoun, executive director of Elkton Alliance, Inc. "It's a great example of how small, community-focused events can have a big impact on downtown engagement."

After soups were devoured and ballots were counted, First Place went to Legends on Main for their Loaded Baked Potato Soup, Second Place was awarded to Walt's Tavern for their Seafood Bisque, and Third Place was awarded to Youth Empowerment Source for their Crab Bisque.

This event is one of many that the Elkton Alliance, Inc. hosts throughout the year. Join in on the fun at their next two events, Cupids and Carriages on February 13 and their St. Patrick's Day Celebration on March 13 & 14.