

SAN DIEGO FOOD + WINE FESTIVAL DEBUTS EXPANDED TWO-DAY GRAND WEEKEND ALONG SAN DIEGO BAY

Grand Weekend Presented by Southwest Airlines® brings Grand Tasting and Grand Fiesta together on the waterfront for a larger celebration of the region's culinary culture.

San Diego, CA (April 29, 2026) – The 22nd Annual [San Diego Food + Wine Festival™](#) debuts an expanded Two-Day Grand Weekend Presented by Southwest Airlines® this November, bringing together two signature experiences, Grand Tasting and Grand Fiesta, along the waterfront at The Port of San Diego's Embarcadero Marina Park North.

Taking place November 6–8, 2026, the festival celebrates what makes San Diego one of the most dynamic culinary regions in the country: a place where coastal waters, local farms, nearby ranches, and cross-border culinary traditions converge.

At the heart of the festival is the newly expanded Grand Weekend – bringing Grand Tasting and Grand Fiesta together on the San Diego Bay for the first time. Designed as two distinct days celebrating different culinary perspectives, the weekend invites guests to experience the full breadth of the region's food and beverage culture. The unified footprint also allows participating brands to engage guests across the full weekend experience, creating a more seamless platform for culinary discovery and brand storytelling.

Saturday's Grand Tasting celebrates the region's chefs and producers, while Sunday's Grand Fiesta highlights the vibrant culinary traditions that connect San Diego and Baja.

[Grand Tasting](#) – the iconic event that started it all – returns to the waterfront at Embarcadero Marina Park North with hundreds of chefs, restaurants, wineries, breweries, and craft spirits producers pouring and plating throughout the afternoon. Guests can explore chef-driven bites, standout wines, craft cocktails, and the flavors that define the San Diego region.

[Grand Fiesta](#) continues the weekend with a vibrant celebration of the culinary traditions that connect San Diego and Baja. The event has grown rapidly in recent years, outgrowing its previous footprint and now expanding into the larger setting at the Embarcadero – allowing for a more immersive cultural experience with more chefs, restaurants, and beverage producers than ever before. From Mexican wines and spirits to chef-driven interpretations of coastal and borderland cuisine, live music, art, and more, Grand Fiesta celebrates the cross-border connection that shapes the region.

Together, the two days create a richer festival experience, encouraging guests to spend the weekend exploring the flavors, ingredients, and culinary talent that define the region.

The weekend kicks off on Friday, November 6, with [SDFW Opening Night: Icons + Legends](#) – an



elevated tasting experience bringing together award-winning special guest chefs and world-class producers for a curated evening celebrating the culinary voices shaping today's food and beverage culture.

More than a tasting event, the San Diego Food + Wine Festival has become a platform for celebrating the region's extraordinary ingredients and the people behind them – from fishermen and farmers to ranchers, winemakers, brewers, and chefs who bring those ingredients to life.

“San Diego is one of the most exciting culinary regions in the country,” said Michelle Metter, Co-Founder of the San Diego Food + Wine Festival. “We're fortunate to have extraordinary chefs, an abundance of fresh local ingredients, and a culinary culture that's deeply influenced by our connection to Baja. The expanded Grand Weekend gives us the space to celebrate all of that – bringing together chefs, producers, and guests along the San Diego Bay for a weekend that truly reflects the flavors, creativity, and soul of this region.”

The Festival welcomes more than 12,000 attendees, over 200 chefs and restaurants, and hundreds of beverage producers representing dozens of regions. With its central waterfront location near downtown hotels and the San Diego International Airport, the festival also continues to serve as a major driver of culinary tourism, drawing visitors from across the country to experience the region's unique food culture.

Tickets for the 22nd Annual San Diego Food + Wine Festival are available now, with Early Bird pricing currently in effect until May 31, 2026

ABOUT THE SAN DIEGO FOOD + WINE FESTIVAL

The San Diego Food + Wine Festival™ is one of the nation's premier culinary festivals, celebrating the chefs, ingredients, and cultures that define the San Diego–Baja region. Taking place along the scenic San Diego Bay each November, the multi-day festival brings together award-winning chefs, restaurants, wineries, breweries, and craft spirits producers for immersive tastings, culinary experiences, and the signature Grand Weekend featuring Grand Tasting and Grand Fiesta.

Since its founding, the Festival has also supported the future of the hospitality industry, awarding more than \$700,000 in scholarships and grants benefiting culinary, wine, and hospitality professionals and nonprofit organizations.

For more information, visit www.sandiegowineclassic.com.

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