



THE SAN DIEGO FOOD + WINE FESTIVAL CELEBRATES CROSS-BORDER,
BINATIONAL CULINARY EXCELLENCE WITH SUPPORT FROM THE
CONSULATE OF MEXICO IN SAN DIEGO AND BAJA CALIFORNIA TOURISM
BOARD

*November 2–9, 2025 – 21st Annual Festival Showcases the Shared Flavors, Heritage,
and Innovation of Mexico and Southern California*

(San Diego / October 29, 2025) – The [San Diego Food + Wine Festival](#), now in its 21st year, returns November 2–9, 2025, with a bold celebration of culinary creativity and cross-border connection. With the support of the [Consulate General of Mexico in San Diego](#) and Baja California Tourism Board, the Festival continues to highlight the deep cultural and gastronomic ties between Mexico and Southern California, bringing together award-winning chefs, winemakers and artisans who are shaping the future of food on both sides of the border.

This year’s Festival continues to focus on culinary collaboration, honoring Mexico’s influence on San Diego’s dynamic food landscape. From the Michelin-honored chefs of Baja to James Beard Award–winning culinary pioneers from across the U.S., the weeklong celebration showcases the region’s diversity through a shared lens of flavor, heritage and innovation.

Throughout the week, the Festival spotlights the vibrancy of Mexican gastronomy. Signature events like the [Baja Culinary Expedition: A Journey Through Michelin Guide Mexico](#) (November 6) immerses guests in the region’s evolving culinary identity, led by acclaimed chefs and winemakers from Valle de Guadalupe and beyond. The [Grand Fiesta](#) (November 9) is the capstone of the Festival weekend with a vibrant celebration of Baja wines, Mexican spirits, live music, the famous Taco TKO competition and collaborative chef stations from both sides of the border.

Representatives from the Consulate of Mexico in San Diego will once again join the [Grand Tasting Opening Ceremony](#) on Saturday, November 8th, alongside tourism leaders from the San Diego Tourism Marketing District, Southwest Airlines, and Festival Founders, symbolizing the enduring partnership between Mexico and the United States through the universal language of food. Guests will enjoy an official welcome, followed by the Festival’s signature Champagne sabering, a spirited toast to cross-cultural unity and shared culinary creativity.

“The San Diego Food + Wine Festival is undoubtedly the premier event where San Diegans can enjoy the finest wine and beer produced in Mexico, particularly in Baja California. Mexican wine is the top choice pairing option for the hospitality industry in San Diego. While actively participating in this event, we celebrate the influence of Mexican culture and gastronomy on Southern California’s food and beverages,” said Amb. Alicia Kerber Palma, Consul General of Mexico in San Diego.

This year’s lineup features an extraordinary roster of talent from the U.S. and Mexico, including Carlos Gaytán (*Ha’*, Playa del Carmen, *Paseo*, Anaheim), Roberto Alcocer (*Malva*, Valle de Guadalupe; *Valle*, Oceanside), Suzette Gresham (2-star Michelin *Acquerello*, San Francisco), Valle de Guadalupe), Sabina Bandera (*La Guerrerense*, Baja), Marcelo Hisaki (*Restaurante Amores*, Tecate, Bocuse d’Or Mexico finalist), and Oliver Seki (*Seki Japanese Baja Cuisine*, Baja, Bocuse d’Or Mexico alumnus), and many others. These culinary leaders join a festival-wide showcase of James Beard Award winners, Michelin-starred chefs, Bocuse d’Or competitors and international beverage innovators uniting to tell the story of food as a force for cultural connection.

At the Baja Pavilion within the Grand Tasting presented by Southwest Airlines on Saturday, November 8th, guests will experience interactive tastings that reveal the depth of Mexican gastronomy. The Pavilion will feature tastings from top Mexican chefs, winemakers, and distillers, inviting festival-goers to discover the history and craft behind each flavor profile.

“Each year, our partnership with the Consulate General of Mexico deepens the Festival’s mission to celebrate the people and places that define our cross-border culinary landscape,” said Michelle Metter, co-founder and producer of the San Diego Food + Wine Festival. “Mexico’s influence is woven into the fabric of San Diego’s culinary story, and it continues to inspire the chefs, winemakers and artisans who shape this shared experience.”

As the Festival enters its third decade, it remains a symbol of unity through food, bridging communities, honoring heritage and championing creativity without borders. The San Diego Food + Wine Festival continues to define the West Coast’s culinary identity as a destination where flavor, culture and innovation converge.

Tickets and Information:

Individual ticket and weekend packages are currently available for purchase for the [Grand Decant](#), [Grand Tasting](#), and [Grand Fiesta](#) experiences. Plus, other ticketed experiences, from panels and educational events to culinary expeditions and tastings. Travelers can find information on hotel partner packages [here](#) and flights via our official airline partner, [Southwest](#). For more information, please visit the festival [website](#) and Instagram at [@sdfoodwine](#).

ABOUT THE SAN DIEGO FOOD + WINE FESTIVAL

The 21st Annual San Diego Food + Wine Festival is an international showcase of the world's premier wine and spirits producers, chefs and culinary personalities, and gourmet foods. Held

November 2-9, 2025, the award-winning festival raises funds for culinary, oenology and hospitality scholarships and grants, and has awarded over \$600,000 to individuals and nonprofits through previous events. For more information, please visit www.sandiegowineclassic.com and @sdfoodwine.

The San Diego Bay Wine & Food Festival is funded in part with City of San Diego Tourism Marketing District Assessment Funds.

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