



San Diego Food + Wine Festival® Announces Two-Year Partnership with Southwest Airlines® as Grand Tasting Presenting Sponsor

21st Annual Festival Returns to San Diego November 2–9, 2025

(San Diego / October 8, 2025) - The San Diego Food + Wine Festival (SDFW), one of the nation's premier culinary celebrations, is proud to announce a two-year presenting sponsorship with [Southwest Airlines®](#), reinforcing the Festival's mission to unite global culinary talent from the United States and Mexico, drive culinary tourism, and fund vital scholarships that support the next generation of food and beverage leaders.

Southwest Airlines will serve as the presenting sponsor of the Festival's marquee [Grand Tasting](#) on Saturday, November 8th, including sponsoring the festival's VIP Lounge to create a space that welcomes guests to enjoy elevated experiences with all-star chefs, sommeliers, and beverage talent.

This expanded partnership arrives at a milestone moment with the opening of the brand new Terminal 1 at the [San Diego International Airport](#), an important market for Southwest Airlines, underscoring the airline's deep investment in San Diego as both a leisure travel destination and a cultural epicenter.

The partnership with Southwest Airlines has enabled the San Diego Food + Wine Festival to broaden its reach by flying in renowned chefs, sommeliers, and culinary influencers from across the country. Their participation enriches the Festival's offerings and enhances its role as a destination for world-class food, beverage, and culture.

Importantly, this collaboration also strengthens the Festival's [Scholarship Program](#), which has awarded over \$600,000 to date. Previous recipients include celebrated culinary leaders such as Chef Gavin Kaysen, Master Sommelier Josh Orr, and Advanced Sommelier Lisa Redwine, as well as organizations including [Food Tank](#), the [James Beard Foundation](#), [Kitchens for Good](#), and [The Ecology Center](#).



“Southwest Airlines is not just helping us bring the nation’s brightest culinary stars to San Diego; they’re helping us amplify the Festival’s core mission of investing in education, equity, and the future of our industry,” said Michelle Metter, co-founder of the San Diego Food + Wine Festival. “With the launch of the new Terminal 1, the timing is perfect. San Diego is positioned as a premier leisure and culinary destination, and Southwest’s commitment is a powerful reflection of that.”

“Southwest Airlines is thrilled to be the Grand Tasting presenting sponsor as a way to offer unique, elevated experiences to festival attendees,” said [Jennifer Bridie](#), Vice President of Marketing at Southwest Airlines. “Whether local to San Diego or flying into the city for the event, attendees will have the opportunity to savor Southwest’s signature Hospitality right in the midst of the Food + Wine Festival.”

The 21st Annual San Diego Food + Wine Festival, held November 2–9, 2025, is an international showcase of the world's premier wine and spirits producers, chefs, and culinary personalities. Attracting more than 11,000 attendees annually, the Festival raises funds for culinary, oenology, and hospitality scholarships and grants. For more information, visit www.sandiegowineclassic.com or follow @sdfoodwine.

ABOUT SOUTHWEST AIRLINES

[Southwest Airlines Co.](#) operates one of the world's most admired and awarded airlines, offering its one-of-a-kind value and Hospitality at 117 airports across 11 countries. Southwest took flight in 1971 to democratize the sky through friendly, reliable, and low-cost air travel and now carries more air travelers flying nonstop within the United States than any other airline¹. By empowering its more than 72,000² People to deliver unparalleled Hospitality, the maverick airline cherishes a passionate loyalty among more than 140 million Customers carried in 2024. Southwest leverages a unique legacy and mission to serve communities around the world including harnessing the power of its People and Purpose to put communities at the Heart of its success. Learn more by visiting Southwest.com/citizenship.

1. Based on U.S. Dept. of Transportation quarterly Airline Origin & Destination Survey as of Q1 2025
2. Fulltime-equivalent active Employees as of June 30, 2025



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

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