



SAN DIEGO FOOD + WINE FESTIVAL

Southwest Rapid Rewards® Credit Cards Named Official Credit Cards of the San Diego Food + Wine Festival, Unlocking Exclusive Cardmember Access and Perks

22nd Annual Festival Returns November 1–8, 2026

SAN DIEGO (August 4, 2026) – The San Diego Food + Wine Festival (SDFW), one of the nation's largest and most influential culinary celebrations with over 11,000 attendees each year, today announced that the Southwest Rapid Rewards® Credit Cards from Chase have joined the Festival as the Official Credit Cards, introducing new cardmember offerings during the Festival's 22nd annual celebration.

Cardmembers can enjoy early ticket access, premium hospitality experiences, priority entry during the Grand Weekend and exclusive culinary programming, helping them spend less time waiting and more time tasting.

The expanded partnership underscores the Festival's continued success as a premier platform for national brands seeking meaningful consumer engagement through live experiences. Together, Southwest Airlines® and the Southwest Rapid Rewards Credit Cards are creating one of the Festival's most comprehensive integrated partnerships, spanning travel, loyalty, hospitality and experiential marketing while further enhancing the guest experience.

"Our goal has always been to build partnerships that create meaningful value for both our guests and our sponsors," said Michelle Metter, co-founder of the San Diego Food + Wine Festival. "Southwest Airlines has continued to deepen its investment because the Festival provides a unique opportunity to engage experience-driven consumers. The addition of the Southwest Rapid Rewards Credit Cards demonstrate how brands can move beyond traditional sponsorship into immersive experiences that strengthen customer loyalty while elevating the Festival."

Southwest Rapid Rewards Credit Cardmembers can enjoy premium hospitality experiences, invitation-only programming and immersive onsite activations that celebrate the intersection of travel, food, wine and culture. They also have select VIP access to marquee Grand Weekend events including *Icons + Legends*, *Grand Tasting* and *Grand Fiesta*.

Additionally, eligible Southwest Rapid Rewards Credit Cardmembers will be able to redeem their Rapid Rewards points for limited Rapid Rewards Access Event packages curated around the Festival's Grand Weekend dates of November 6-9, 2026, including lodging and package extras. These packages can be accessed and redeemed through Rapid Rewards Access Events at Southwest.com/RRAE, subject to

availability and terms, creating a path from loyalty rewards to some of the best culinary moments the Festival offers.

Beyond the Festival's signature events, the partnership with the Southwest Rapid Rewards Credit Cards introduces exclusive hospitality programming, including an invitation-only private dining experience created exclusively for Southwest Rapid Rewards Credit Cardmembers. This intimate chef-driven event shows how culinary experiences, travel, and rewards come together to create memorable moments available only through the program.

"Our Customers love the exceptional value they get from our award-winning Southwest Rapid Rewards Credit Cards," said Corbitt Burns, Managing Director of Loyalty and CoBrand at Southwest Airlines. "Through this partnership, we're deepening our connection to the San Diego community while giving Cardmembers exclusive access to one of the region's premier culinary events. These unique experiences complement the everyday benefits of the Rapid Rewards Credit Cards and offer even more ways for Customers to earn and redeem points while enjoying the food, culture, and hospitality that make San Diego such an exciting destination."

The expanded collaboration reflects a broader evolution in sponsorship strategy, where leading brands increasingly leverage hospitality and live experiences to build customer loyalty rather than relying solely on traditional event visibility. By integrating airline travel, rewards, premium hospitality and exclusive culinary programming into a single partnership, Southwest Airlines is broadening its engagement with Festival audiences while creating meaningful value for Rapid Rewards Credit Cardmembers.

ABOUT SOUTHWEST AIRLINES®

[Southwest Airlines Co.](https://www.southwest.com) operates one of the world's most admired and awarded airlines, offering its one-of-a-kind value and Hospitality at 122 airports across 12 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 73,000² People to deliver unparalleled Hospitality, the maverick airline cherishes a passionate loyalty among more than 134 million Customers carried in 2025. 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 Q4 2025

2. Fulltime-equivalent active Employees as of March 31, 2026

ABOUT THE SAN DIEGO FOOD + WINE FESTIVAL

The 22nd Annual San Diego Food + Wine Festival, held November 1–8, 2026, is an international showcase of the world's premier wine and spirits producers, chefs, culinary personalities and gourmet foods. The award-winning Festival raises funds for culinary, oenology and hospitality scholarships and grants, having awarded more than \$600,000 to individuals and nonprofit organizations through previous events. For more information, visit www.sandiegowineclassic.com or follow @sdfoodwine.

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

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