



A GUIDE TO NAVIGATING [THE SAN DIEGO FOOD + WINE FESTIVAL](#): 20TH ANNIVERSARY CELEBRATION - KICKING OFF NOVEMBER 2-10, 2024

(San Diego / October 23, 2024) – The San Diego Food + Wine Festival has announced its final programming schedule for this year’s weeklong event, set to take place November 2nd - 10th. Celebrating its 20th anniversary, the festival promises an elevated lineup of events, enhanced partnerships, a stellar lineup of culinary luminaries and unforgettable experiences for more than 11,000 food and wine enthusiasts.

Since its inception in 2004, the San Diego Food + Wine Festival has received recognition by *Forbes*, *Travel + Leisure*, *Wine Spectator*, and *Men’s Journal* and feted by *USA Today* multiple years in a row. What began as a celebration of local talent has transformed into a significant platform for discussions on sustainability, equity, and the future of the food industry. The festival has evolved into more than just a showcase of food and drink; it serves as a vibrant hub for thought leaders and innovators in the culinary world, fostering essential conversations around these critical issues. This year, the festival will partner with two iconic organizations—the [James Beard Foundation](#) and [Food Tank](#)—to further enrich these important dialogues.

We’re breaking down [how to experience](#) this week of wonder: from tastings, to education, to celebrating our region’s finest talents from both sides of the border, the San Diego Food + Wine Festival promises to be one of the highlight events of the year!

Exciting New Elements and Partnerships to Celebrate 20 Years

- [FOOD TANK SUMMIT](#) 11.2: In partnership with **Food Tank**, **KPBS**, and the San Diego Food + Wine Festival, this groundbreaking summit will explore the theme: “*What’s the Future of the Good Food Movement?*” Featuring discussions with celebrity chefs **Alice Waters**, **Elizabeth Faulkner** and **Drew Deckman**, as well as advocates, farmers, national and local civic leaders, CEOs and other luminaries from across the food landscape.
- [FRIENDS OF JAMES BEARD FOUNDATION Opening Night: GRAND DECANT](#) 11.8: This grand opening event will feature James Beard Award-winning chefs and beverage talents, alongside Global wine and spirits producers who will break out their best bottles in a premier tasting of their most award-winning or highly coveted products. Taste some of the best wines produced in the world from distinguished wine regions like Paso Robles Wine Country, Napa Valley, Sonoma County, Lake County, Lodi, Temecula, San Diego, Valle de Guadalupe, Mexico, Spain, Argentina, France, Germany, Australia, New



Zealand, Portugal, and many more. The evening will benefit the James Beard Foundation and its mission to support a more sustainable restaurant industry. Hosted by Charlotte Randolph, inaugural Michelin Sommelier of the Year and co-owner of 2-star Michelin Californios, along with bites provided by James Beard and Michelin recognized chefs including Tara Monsod (Animae + Le Coq), Drew Deckman (Conchas de Piedra, THIRTYONE31, Jonathan Bautista (Ember & Rye), Maynard Llera (Kuya Lord, Los Angeles), and Matt Vawter (Rootstalk, Breckenridge).

- [CULINARY CINEMA SERIES / CORONADO ISLAND FILM FESTIVAL](#) 11.7 - 10: Experience the ultimate fusion of food and film in this extraordinary collaboration between two of the most iconic festivals in San Diego: the San Diego Food + Wine Festival and Coronado Island Film Festival. This is your chance to meet and greet the creative minds behind the films and the culinary geniuses who bring the food to life. Some of the films slated for screenings include:
 - [“FISH & MEN”](#) – *The High Cost of Cheap Fish*, a documentary by Directors Darby Duffin & Adam Jones, starring Michelin-honored Chef Michael Cimarusti. Michael and Outdoor Channel star and famed fishmonger Tommy Gomes will participate in a panel and food demo following the film.
 - The world premiere of [“MARCELLA”](#), a documentary about the remarkable life of Marcella Hazan by Director Peter Miller and executive produced by James Beard Award winner Chef Art Smith.
 - The West Coast premier of [“BUDDHA JUMPS OVER THE WALL,”](#) the story of Chef David Yáñez (5 Michelin stars), who returns to Taiwan after the pandemic to face the problems of bringing Spanish cuisine to the other side of the world. Meanwhile, in Taipei, local chef Kai Ho (3 Michelin stars) tirelessly searches for influences to combine the produce of his land. Q+A following the film and a cultural fusion tasting.
- [KITCHENS FOR GOOD](#) A partnership with this food rescue program ensures that surplus food from the Grand Weekend events is distributed to individuals in need while reducing food waste. Kitchens for Good takes a thoughtful approach by bridging the gap between wasted food and hunger by rescuing surplus and cosmetically imperfect food from wholesalers and farmers and engaging students in a culinary apprenticeship program to upcycle these ingredients into nutritious, scratch-made meals for hungry families.

For Wanderlusters, Adventurers and the Culinary Curious

- [LOVE THY NEIGHBOR\(HOOD\): BIB GOURMAND PASTA MAKING CLASS AT CICCIA OSTERIA](#) 11.6: Join Chef Mario Cassineri, the acclaimed maestro of Michelin-awarded



Ciccia Osteria, for an immersive pasta-making class that promises to elevate your culinary skills to new heights! (Two seats left!)

- [BAJA CULINARY EXPEDITION: A Journey Through Michelin Guide Mexico](#) 11.7: An exclusive culinary journey through the **Michelin Guide Mexico in Valle de Guadalupe**, showcasing the flavors of acclaimed Mexican chefs and winemakers: Chef Esteban Lluís at Damiana, Chef Javier Plascencia and Chef Oscar Torres at Animalon, Winemaker Lulú Martínez at Bruma Winery, Chef Drew Deckman at Conchas de Piedra, and Winemaker Hugo d'Acosta at Casa de Piedra. (Two seats left!)
- [LOVE THY NEIGHBOR\(HOOD\): EAST VILLAGE - THAI COOKING CLASS AT SOVEREIGN THAI WITH CHEF JUMI](#) 11.7: Join Chef Jumi of Sovereign Thai Modern Cuisine, a Michelin guide restaurant featured on Food Network's Diners, Drive-ins, & Dives, for an immersive culinary tour of Thailand.
- [LOVE THY NEIGHBOR\(HOOD\): LITTLE ITALY EXPERIENCE](#) 11.8: Explore the buzz of San Diego's Little Italy, a neighborhood where the past mingles with the present. Once home to generations of Italian fishermen, this area now boasts a diverse array of top chefs, rooftop bars, breweries, and pubs nestled alongside Italian American landmarks and traditions.

Get Educated

- [CREATOR LIVE](#) 11.7-8: A fresh addition to the festival's programming, **Creator Live** brings together top creators in culinary, travel, and lifestyle for a day of master classes, workshops, and brand experiences designed to inspire and educate the food creator community. Top attending creators/panelists include acclaimed pastry chef and cookbook author ([Breaking Bao](#)), Clarice Lam, *MasterChef* contestant and author of [Milk and Cardamom](#), Hetal Vasavada, and Monti Carlo, co-host of "Best Bite Wins" and author of her upcoming cookbook, [Spanglish](#).
- [THE WORLD IN A WINE GLASS: A Master Class with Ray Isle of Food & Wine Magazine](#) 11.8: From the pages of his book [The World In A Wine Glass](#), veteran wine writer Ray Isle takes you through an in-depth tasting and spirited discussion challenging today's mass-produced and industrially farmed wines. As the author of [The World In a Wine Glass](#) and Executive Wine Editor at *Food & Wine Magazine*, Ray Isle is one of the world's most prolific authorities on wine.



**SAN DIEGO
FOOD + WINE
FESTIVAL**
NOVEMBER 2-10 • 2024

- [**VERTICAL TASTING Of Corton Charlemagne And Chateau Corton Grancey**](#) 11.8: Explore Burgundy through the lens of famed producer Louis Latour and special selections from Sommelier Bernard Retornaz. This in depth tasting will walk you through multiple vintages and regions from throughout this beloved French wine region.
- [**PRESTIGE CUVÉE & CAVIAR**](#) 11.8: Each of the best champagne houses in France produces a prestige cuvée – the best of the best of bubbles. In this class, you'll take a tour of Champagne history sipping through tête de cuvée from some of the world's most noble champagne houses.

Snag a Coveted Seat at the Table

- [**SABORES ETERNOS PAIRING DINNER**](#) 11.6: A special 6-course “Day of the Dead” dinner presented by some of the talented chefs from *Bocuse D’Or*, Team Mexico including Oliver Seki (Seki Restaurante), Marcelo Hisaki (Restaurante Amores), Antonio Mortera (Komat Restaurant), Ana Lei (Sommelier), and Nino Franco (Fishers Restaurant).
- [**A CULINARY JOURNEY FROM CO TO CA**](#) 11.7: Marisi’s Executive Chef Cameron Ingle and Chef Matt Vawter of Rootstalk in Breckenridge, Colorado, and the winner of James Beard Foundation’s 2024 Best Chef: Mountain, will collaborate on a special menu that explores Italian cuisine. Wine will be paired by special guest Ray Isle, Executive Wine Editor for *Food & Wine Magazine* and author of *The World in a Wine Glass*.
- [**AMIZETTA VINEYARDS NAPA VALLEY WINEMAKERS DINNER**](#) 11.7: A culinary experience at L’Auberge Del Mar with Amizetta Estate Ambassador Sommelier, Cristina Merrigan, along with chefs James Montejano (L’Auberge Del Mar/Adelaide), Davin Waite (Wrench and Rodent/The Plot), Kelston Moore (Fox Point Farms/Harvest), and more.
- [**MISTER A’S TASTING EXPERIENCE WITH REVANA FAMILY VINEYARD**](#) 11.8: A rare opportunity to experience Revana, a highly allocated California Cult wine, originated by “The Queen of Cult Cabernet” Heidi Barrett (Screaming Eagle, Dalla Valle) and now curated by the incomparable winemaker Thomas Rivers Brown (Schrader Cellars, Rivers-Marie). All paired with a 4-course menu from Mister A’s Executive Chef, Stephane Voitzwinkler. (One Seat Left!)

San Diego Food + Wine Participating Talent

- Adrian Villareal (Chef, Tahona Restaurant, San Diego)
- Alec Hurley (Founder & Chef of Deeply Nourished, La Jolla)
- Alfie Szeprethy (Executive Corporate Chef, Sammy's Woodfired Pizza & Grill, San Diego)
- Alfonso Inglés (Komat Restaurant)
- Alice Waters (Chef, Author, Restaurateur & Owner of Chez Panisse)
- Ana Ley (Sommelier)
- Ana Rosales (Chef, Loews Coronado Bay Resort)
- Angelo Sosa (Tia Carmen, Kembara, Phoenix, Top Chef)
- Anne McBride (Vice President of Programs, The James Beard Foundation)
- Antonio Mortera (Komat Restaurant, Bocuse D'Or México)
- Antonio Proa (Artist, Antonio Proa Studio & Gallery)
- Anthony Wells (James Beard Foundation Awards semi-finalist 2022; Juniper & Ivy, San Diego)
- Aron Schwartz (Chef, APS Hospitality Group)
- Ashley Cunningham (Private Chef, Owner of BadAshBakes)
- Ashley Rose Conway (Founder of Craft & Cocktails Blog, Author)
- Ayaka Ito (Sake Master & Co-Founder of BESHOCK, San Diego)
- Beau du Bois (America's Top 25 bartenders by The Daily Meal; Roma Norte, San Diego)
- Ben Diaz (Executive Chef, Cork Fire Kitchen, Temecula)
- Bernard Guillas (Maître Cuisinier de France)
- Bernard Retornaz (President at Louis Latour)
- Bob Kamensky (CEO of Feeding San Diego)
- Cameron Ingle (Marisi, La Jolla)
- Carlos Esquivel (Corazón D'Petra, Baja)
- Carlos Gaytán (Hà, Playa del Carmen, Mexico, 1-star Michelin; Paseo, Anaheim; Tzucu, Chicago; Top Chef; Bocuse d'Or Team Mexico)
- Carmen Gutierrez (Owner of Remitente Restaurant & Baja California Culinary Institute, Tijuana)
- Carol Shelton (Founder of Carol Shelton Wines)
- Cassandra Schaeg (Founder SIP Wine & Beer, Co-Founder Fresh Glass Productions)
- Cesar Arredondo (Head Chef, Reva Restaurant, Baja)
- Charlotte Randolph (Inaugural Michelin Sommelier of the Year, co-owner of Californios, San Francisco, 2-star Michelin)
- Chris Hutchison (Executive Chef, Huntress, San Diego)
- Chris Plaia (Wine Director, Marisi, La Jolla)
- Christian Herrera (Chef, Oyster Shucks, Bendito Mar team)
- Christophe Dorman (National Sales Manager, Revana Wines)
- Clarice Lam (Author, Breaking Bao, 2022 James Beard Award Semifinalist Best New Restaurant)
- Clare Fox (Executive Director of Sustainable Agriculture and Food Systems Funders)
- Claudia Sandoval (Claudia's Cocina, Master Chef Latino)
- Corbin O'Reilly (Co-Founder Tap Truck USA, San Diego)
- Corbin Schiederma (Chef, Owner of Ambassador, Vegan Nightmare & Ukiyo, Wisconsin)
- Cristina Merrigan (Amizetta Winemaker & Sommelier)
- Dan Valerino (Sommelier, Founder of Bottle Boon Consulting)
- Daniella D'Acosta (Winemaker, Casa De Piedra, Valle de Guadalupe, Baja)
- Danny + Dante Romero (Two Ducks, The Lion Share, Ponyboy, San Diego)
- Danny Betancourt (Chef, Cafezito, Member of the World Federation of Chefs)
- David Alarcon (Fuego Santo, Piedra Santa, Baja)
- David Sim (Kingfisher, San Diego)
- Davin Waite (Culinary Operations & Co- Owner of Wrench & Rodent Seabastropub, The Plot, Oceanside)
- Denise Grande (Solare Ristorante, San Diego)
- Diane Moss (Project New Village)
- Diego Vargas (Executive Chef, Puerta Norte, Tecate)
- Drew Deckman (1-star Michelin, Conchas de Piedra, Valle de Guadalupe, Baja + 31THIRTYONE)
- Drew Herman (Director of Viticulture at Revana Vineyards)
- Drew Huffine (Head Winemaker for LIOCO wines & Trail Marker Wine Co.)
- Dustin Moilanen (Co-founder ACTA Winery, Estate Vineyards & Farm)
- DuVal Warner (Ranch 45, Solana Beach)
- Edgar Eduardo Olvera (Vinoteca)
- Eduardo Salgado (Food & Wine en Español's Best New Chef 2024; 'Emat, Baja)
- Elizabeth Falkner (Co-Founder T'MARO BRANDS)
- Eo Pitiwattar (Sovereign Modern Thai)
- Emily Burgueno (Head Seed Keeper, Iipay Nation of Santa Ysabel)
- Eric Radoc (Chef de Cuisine of ARLO, San Diego)
- Erik Aronow (Vice President of Culinary, Puesto)
- Esteban Lluís (Michelin Star 2024, Damiana, Baja)
- Eva Furletti (Sous Chef, Piazza 1909, La Jolla)
- Ewan Bennie (Young Blood; San Diego, #49 World's Best Bars 2022)
- Felipe Raul Lopez-Torres (Private Chef)
- Fernando Diaz (Fishers Restaurant)
- Fernando Gaxiola (Founder Baja Wine + Food)
- Frida Lucia (Aruba Day Drink, #16 North America's 50 Best Bars 2024)
- Gale Gand (Food Network Personality, Two-time James Beard Award Winner, Restaurateur, Author)
- Geoffrey Wilson (Assistant Programs Coordinator, Turning Tables)
- George Kapetsonis (Executive Chef of Paradise Point Resort & Spa)
- Gerardo Carrera (Sabina Sabe; Oaxaca, #22 World's Best Bars 2023)
- Giannina Gavaldón (Giannina Gavaldón Catering)
- Gustavo Arellano (Los Angeles Times)
- Hetal Vasavada (Author, Masterchef Contestant)
- Hugo D'Acosta (Winemaker, Casa de Piedra, Valle de Guadalupe, Baja)
- Ian Ward (Ponyboy, San Diego)
- Ilean Padilla (Mexica Fe)
- Isai Ramirez (La Carreta Street's Seafood, Ensenada)
- Jack Ford (Owner/Rancher; Taj Farms)
- Jairo Villalvaso (Bocuse d'Or Team Mexico, Beef, Baja)
- James Montejano (Executive Chef, L'Auberge Del Mar)
- James Trees (2020 James Beard Award Finalist Best Chef Southwest; Esther's Kitchen, Las Vegas)
- Jane Olivia (Holistic Private Chef, Content Creator)
- Jason Neroni (James Beard Award Winner, Executive Chef & CEO Jaybird Hospitality)
- Javier Caro (La Justina and Oja y Valle de Guadalupe, Baja)
- Javier Plascencia (2016 James Beard Award Nominee Best New Restaurant, 1-star Michelin, Animalón, Valle de Guadalupe, Baja)
- Jaz Brisack (Co-Founder of Starbucks Workers United)
- Jeff Josephans (Food & Beverage Director, The Intercontinental San Diego)
- Jesse Llapintan (Executive Chef of Loews Coronado Bay Resort)
- Jennifer Gilmore (CEO of Kitchens for Good)
- Jiranan Tanvilai Mo (Sous Chef, Sovereign Modern Thai, San Diego)
- JuMi Pitiwattaralai (Sovereign Modern Thai, San Diego)
- Joe Bower (Chef, Green Acre, Finca, Bottle Boon Consulting)
- Jonathan Bautista (James Beard Foundation Awards semi-finalist 2023; Ember & Rye, Carlsbad)
- Jordan Hughes (Content Creator, High Proof Preacher)
- Jorge Bravo (Head Chef at Puntamar, Encinitas)
- Josefina Sanchez (Manager of Bocuse d'Or Team Mexico, Co-Owner of Amores, Baja)
- Josh Orr (Master Sommelier, Director of Education & Wine Importer for Broadbent Selections)
- Jotch Plascencia (Chef, Owner of Creato Pizza & Deli, Tijuana)
- Juan Cabrera (Casa Tijuana, Baja)
- Julie Coker (President and CEO of the San Diego Tourism Authority)
- Jumi Pitiwattaralai (Chef & Co-Owner of Sovereign Modern Thai, San Diego)
- Kari Cota (Executive Pastry Chef at Pendry, San Diego)
- Katy Coffield (Co-Founder and CEO of Foodie Tribe)
- Kelston Moore (Chef de Cuisine at Haven Farm + Table)
- Ken Cook (President, Environmental Working Group)
- Kevin Gómez (North America's 50 Best Bars 2024; Aruba Day Drink, Tijuana)
- Kevin Spenla (Owner and CE(BR)O of Dang Brother Pizza)
- Lauren Lawless (Personal Chef, Caterer, TV personality, Author)
- Lety Gonzalez (Chef & Owner of Brujas Cocina)
- Lisa Redwine (Advanced Sommelier, President of the Women's Wine Alliance, General Manager & Wine Director, Burtech Family Vineyard Winery)
- Lucio Hernandez (Head Chef, Emma Baja French, Tijuana)
- Luis Esteva (Culinary Director at Nolita Hall, San Diego)
- Lulú Martinez (Winemaker, Bruma Winery, Valle de Guadalupe, Baja)
- Manny Cepeda (Musician, Manny Cepeda Orchestra)
- Marcelo Hisaki (Restaurant Amores, Baja, Michelin + Bocuse d'Or)
- Marcus Twilegar (Chef, Docksides Fish, Parq Event Center, Palmys, San Diego)
- María Martir. (Maria Innata)
- Mark Kropczynski (AAA Four Diamond; The US Grant Hotel, San Diego)
- Martin Guerrero (Private Chef)
- Martin Munguia (Executive Chef, RED O, La Jolla)
- Martin San Roman (Former Bocuse d'Or Team Mexico; Dobsons, San Diego)
- Matt Crafton (Winemaker, Chateau Montelena, Calistoga)
- Matt Vawter (James Beard Foundation Awards 2024 Winner Best Chef: Mountain; Rootstalk, Breckenridge, Colorado)
- Maynard Llera (Kuya Lord, LA, 2024 James Beard Award for Best Chef: California)
- Mawa McQueen (Mawa's Kitchen, Aspen)
- Meiko Temple (Founder of Eat the Culture + Meiko and The Dish)
- Michelle Aiko (Executive Chef, Xaroma, Valle de Guadalupe, Mexico)
- Michelle Lomelin (Chocolatier + Founder, Sweet Petite Confections)
- Miguel Angel Guerrero (La Querencia, La Esperanza, Baja)
- Ming Pu (James Beard Policy for Change Boot Camp Alum, Brooklyn and The Butcher, New Albany, IN)
- Molly Benton (Executive Vice President, Cookit Media)
- Molly Brooks (Sommelier + Beverage Program Manager at Disneyland's Club 33 and 21 Royal)
- Monti Carlo (Food TV Host of "Best Bite Wins" and Special Events Chef)
- Nino Franco (Chief Operating Officer, Grupo Fishers)
- Oliver Seki (Seki Restaurante, Baja, Bocuse d'Or)
- Oscar Torres (1-star Michelin; Animalón, Valle de Guadalupe, Baja)
- Patrick Volner (Estate Director, Amizetta Vineyards)
- Paulo Mendoza (Executive Chef, Lucrezia, La Jolla)
- Petra Bergstein-Higby (President + Co-Founder, The Caviar Co.)
- Quinton Austin (Culinary Director, Grind & Prosper Hospitality Group)
- Rael Coronado (Executive Chef, Savage, Tijuana, Mexico)
- Ray Isle (Author, The World in a Wineglass, Executive Wine Editor, Food & Wine Magazine)
- Reverend Dr. Christopher Carter (Theology and Religious Studies, USD)
- Reyna Venegas (Bocuse d'Or Team Mexico Manager; Rancho La Puerta, Baja)
- Roberto Alcocer (Malva, Valle de Guadalupe and Valle, Oceanside, 1-star Michelin)
- Rodolfo Luviano (Executive Chef, Brocha, Villa de Juárez, B.C., Mexico)
- Ruffo Ibarra (Orix Restaurante, Baja, Bocuse d'Or)
- Sam "The Cooking Guy" Zien (Chef personality; Basta!, San Diego)
- Schuyler Schulz (Corporate Chef, Sammy's Woodfired Pizza)
- Scott Koenig (Founder + Writer, A Gringo in Mexico)
- Sergio Jimenez (Chef de Cuisine, AVANT, San Diego)
- Seth Lopez (Bladesmith, Seth Lopez Bladeworks)
- Soltero Zavala (Executive Chef, Corazá, Ensenada, B.C., Mexico)
- Stephanie Garcia (Live Video Strategist, @heystephanie)
- Stephan Kahle (Winemaker, Vineyard Operator + Co-Proprietor, Woof'n Rose Winery)
- Stephane Voitzwinkler (AAA Four Diamond; Executive Chef, Mister A's, San Diego)
- Stevan Novoa (Chef, NV Private Events)
- Suzette Gresham (2-star Michelin Aquereño, San Francisco)
- Tara Monsod (James Beard Best Chef West semifinalist; Executive Chef, ANIMAE / Le Coq, San Diego)
- Terah Bajjaleih (Winemaker + Sommelier, Terah Wine Co.)
- Tim Kolanko (Executive Chef + Culinary Director for Urban Kitchen Group, San Diego + Orange County)
- Touré Folkes (Executive Director of Turning Tables)
- Travis Swikard (Michelin Bib Gourmand, Callie, San Diego)



Get Interactive During the GRAND WEEKEND

- **GRAND TASTING** 11.9: The capstone of festival week is the beloved Grand Weekend. After the Grand Decant, guests can join Saturday’s waterfront celebration with **Michelin-starred** and **James Beard-nominated** chefs, live-fire cooking demonstrations, immersive VIP experiences, and tastings from top wine regions like **Paso Robles**, **Temecula**, and **Napa**. Over 120 chefs and restaurants will be featured and over 800 wine, spirit, beer and alternative beverages will be available to sample.
 - **“CohnChella”** - Back by popular demand! If guests didn’t make it to Coachella this year, Cohn Restaurant Group has them covered with its mini festival-within-a-festival version of a music-driven foodie paradise. Five chefs representing restaurants in the Cohn Restaurant portfolio will serve bites alongside a dedicated mix of beer, wine and spirit vendors, with dessert features, a photobooth, piñata, and giveaways in their waterside escape!
 - **“The Brandt Beef Experience”** – Meat lovers should prep their appetites for the Brandt Beef + One World Meat Co. experience, an energetic opportunity to shake it to the sounds against the beautiful marina side view while sampling a variety of top local chefs’ unique takes on 100% source-verified and natural Brandt Beef complemented by some of San Diego’s best cocktails and beer.
 - **“Pride of Mexico”** – Our Baja friends from South of the Border are back, bringing over 8 restaurants and 15 wineries to deliver an unmatched Baja dining experience in San Diego. Mexico is taking center stage, with even more destinations joining the year's biggest foodie celebration! Explore the flavors of Nayarit and wine regions across the country.
 - **“That’s Cool”** – Guests are invited to discover an exciting array of products in a specially curated zone designed to inspire the response, “That’s Cool!” This immersive Center Hilltop space will showcase up-and-coming brands, allowing guests to sample, engage, and learn.
 - **“Wine Region Explorations”** – Get ready for an incredible lineup from Temecula, Paso Robles, Lodi, Lake County, and Baja, featuring their finest wineries, winemakers, restaurants, and local specialties. Paso will showcase over 20 wineries alongside a local distillery and restaurant. Capture a moment “in a hot



air balloon” basket with Temecula, which boasts 15+ wineries. Baja will present more than 15 wineries, while Lake County and Lodi will each feature nearly ten.

The VIP Experience at the Grand Tasting

- **The VIP Experience at the Grand Tasting 11.9:** Guests who opt for the VIP Experience will be treated to early entrance and a special “Live Fire Experience” with the region’s top award-winning chefs flexing their creative muscles with the interplay of open flame and rustic grilling and smoking accessories. **Roberto Alcocer** (*Malva, Valle de Guadalupe and Valle, Oceanside*), **Travis Swikard** (*Callie, San Diego*), **Danny Romero + Dante Romero** (*Two Ducks, San Diego*), **Suzette Gresham** (*Aquerello, San Francisco*), **Bernard Guillas** (*Maître Cuisinier de France*), VIP Host **Jack Ford** (*Taj Farms*) and **many more!**
 - VIP Host Jack Ford of Taj Farms is adding a local, bespoke element with curated delicacies that will be fermented, cured and broken down by students in the nearby Mesa College Culinary Arts program.
- **[SAZERAC’S ROOFTOP TAKEOVER: SDFW’s 20th Birthday Bash](#) 11.9:** To cap off the 20th Anniversary, Sazerac House will take over the rooftop of Andaz San Diego for a night celebrating cocktail culture and vinyl. Join celebrity chefs Angelo Sosa, Gale Gand, and Clarice Lam, along with internationally acclaimed bars including 52 Remedies, Youngblood and, featured on the **World’s Best Bars**, Aruba Day Drink and Sabina Sabe. Raise a glass to the 20th year of San Diego Food + Wine! VIP’s get commemorative vinyl benefiting nonprofit organization Turning Tables.
- **[GRAND FIESTA](#) 11.10** The finale of the Grand Weekend, this cross-border celebration of **Baja’s cuisine and culture** will feature a vibrant celebration of the rich cross-border culinary and cultural influence of Latin America on Southern California award-winning chefs creating world class cuisine, exceptional wines, craft beer, traditional and unique spirits of Mexico, and breathtaking, larger-than-life art installations.

In partnership with the Consulate of Mexico, the Grand Fiesta is the culmination of the Grand Weekend and takes place at Liberty Station’s expansive Ingram Plaza. Dedicated to the vibrant culinary culture of Latin America and Southern California, Grand Fiesta features live performances, immersive brand experiences including wine and spirits of Mexico, culinary stations curated by award-winning chefs from San Diego, Baja and beyond. *Bocuse d’Or* honorees including **Chefs Marcel Hisaki, David Alarcon, Diego**



Vargas, and **Oliver Seki** will join over 30 award-winning chefs and talent including **Carlos Gaytán**, **Miguel Angel Guerrero**, **Luis Esteban** and so many others to serve their distinct versions of Latin cuisine.

- **TACO TKO – They cook. You Vote.** The beloved annual “Taco TKO” competition sponsored by Edible San Diego will return, and the most celebrated taco makers on both sides of the border will battle it out for “Most Awesome Taco” in the city as voted on by attendees and an esteemed panel of judges including Michelin-honored chefs **Drew Deckman**, **Carlos Gaytán** and **Suzette Gresham**. Chefs with winning tacos can win up to \$3000 in cash and prizes, as well as an ad package with Edible San Diego.
 - “Oyster Sunday,” hosted by Man versus Food’s **Casey Webb**, comes to the Grand Fiesta sponsored by Stoneleigh Wine in a fun “shuck off” between celebrity chefs. Come watch the fun, enjoy fresh oysters and wines paired by Stoneleigh Wine.
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Supporting the Community

Each year, the festival raises funds to support the development of San Diego’s hospitality workforce, providing scholarships for line cooks, servers, culinary students, hotel staff, and other food and beverage professionals. These scholarships have already helped hundreds of individuals advance their careers, creating a ripple effect that benefits small business owners, restaurateurs, and the community at large.

TICKETS AND EVENT 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 JAMES BEARD FOUNDATION

The James Beard Foundation (JBF) is a 501(c)3 nonprofit organization that celebrates and supports the people behind America’s food culture, while pushing for new standards in the restaurant industry to create a future where all have the opportunity to thrive. Established over 30 years ago, the Foundation has highlighted the centrality of food culture in our daily lives and is



committed to supporting a resilient and flourishing industry that honors its diverse communities. By amplifying new voices, celebrating those leading the way, and supporting those on the path to do so, the Foundation is working to create a more equitable and sustainable future—what we call Good Food for Good®. JBF brings its mission to life through the annual Awards, industry and community-focused programs, advocacy, partnerships, and events across the country. For the first time in the Foundation’s history, exceptional culinary talent, industry leaders, and visitors from NYC and beyond can experience unforgettable dining and educational programming at **Platform by JBF**—and be the first to try new food concepts at the Good To Go by JBF kiosk—inspiring food and beverage devotees for decades to come. Learn more at jamesbeard.org, sign up for our newsletter, and follow @beardfoundation on social media.

ABOUT FOOD TANK

Food Tank is the world’s fastest growing global non-profit community working towards positive transformation in how we produce and consume food. As one of the food and agriculture movement’s most dynamic conveners and most impactful research and advocacy organizations, we educate, advocate, and collaborate with local partners to amplify on the ground solutions.

ABOUT THE SAN DIEGO FOOD + WINE FESTIVAL

The 20th 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 2-10, 2024, 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 @sdfodwine.

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

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