



[The San Diego Food + Wine Festival](#) Returns This Fall to Celebrate 20 Years of Showcasing Diverse Culinary Flavors from SoCal and the US/Mexico Border

[The James Beard Foundation](#)® and [Food Tank](#) Join Award-winning Festival November 2-10, 2024

(San Diego / July 10, 2024) - The highly anticipated annual San Diego Food + Wine Festival (SDFW), formerly the San Diego Bay Wine & Food Festival, is set to return November 2nd - 10th with a fresh look, exciting new partners, and enhanced programming. Celebrating its 20th year as the premier food and wine event on the West Coast, San Diego Food + Wine has evolved into one of the largest culinary festivals of impact in the country, attracting over 11,000 food and wine enthusiasts from both sides of the US/Mexico border.

Beyond just an entertainment event, the festival serves as a vibrant hub for thought leaders in the food and beverage industry. This year promises to be the most exciting yet, with new partnerships including the prestigious James Beard Foundation and global non-profit Food Tank.

“Our journey began over 20 years ago with a mission to create an annual showcase that casts a national and international spotlight on the vibrant city of San Diego, our surrounding bioregion and its incredibly talented and passionate chefs, farmers, fisherman, winemakers, and producers,” says Festival co-producer, Michelle Metter. “As we celebrate our 20th anniversary, we are evolving as a multi-genre, multi-cultural festival that is mission and value-led. A festival with soul that inspires and entertains, that is as diverse as it is delicious and where luminaries and innovators will converge in one truly epic week alongside our new partners like the James Beard Foundation and Food Tank.”

According to Metter, the festival highlights the city’s rich multinational influences and its sunny, diverse culinary landscape where guests can expect the largest curated collection of wine, beer and spirits producers, along with culinary talents from across the country.

“It’s going to be an unforgettable celebration of flavor, inspiration, and community.”

HIGHLIGHTING THE REGION'S CULINARY EXCELLENCE

The festival honors the influence of Latin, Asian and BIPOC cultures on Southern California's exploding food and beverage scene, uniting top chefs from both sides of the US-Mexico border. Renowned culinary talents from *Food Network* and *Top Chef* will join chefs honored by *Michelin*, *James Beard Awards*, and the *World's 50 Best Restaurants & Bars*. A highlight of culinary and beverage powerhouses include:

- Maynard Llera (*Kuya Lord*, LA, 2024 James Beard Award for Best Chef: California)
- Clarice Lam ([Breaking Bao](#), 2022 James Beard Award Semifinalist Best New Restaurant)
- Carlos Gaytan (*Hà*, Playa del Carmen, Mexico, 1-star Michelin and *Tzuc*, Chicago, *Bravo Top Chef*)
- Ray Isle (Executive Wine Editor, *Food & Wine Magazine*, Author, [The World in a Wineglass](#))
- Roberto Alcocer (*Malva*, Valle de Guadalupe and *Valle*, Oceanside, 1-star Michelin)
- Charlotte Randolph (Inaugural Michelin Sommelier of the Year, co-owner of Californios, San Francisco, 2-star Michelin)
- Javier Plascencia (James Beard, 1-star Michelin, *Animalón*, Valle de Guadalupe, Baja)
- Matt Crafton (Winemaker, *Chateau Montelena*, Calistoga)
- Ruffo Ibarra (Baja, Bocuse d'Or)
- Suzette Gresham (2-star Michelin *Aquerello*, San Francisco)
- Travis Swikard (*Callie*, San Diego)
- Claudia Sandoval (*MasterChef Latino*)
- Kevin Tocino (*Aruba Day Drink*, Tijuana #16 World's Best 50 Best Bars)
- Jairo Villalvaso (1-star Michelin, *Damiana*, Baja)
- Cameron Ingle (*Marisi*, La Jolla)
- Drew Deckman (1-star Michelin, Concha de Piedra, Valle de Guadalupe, Baja + 31THIRTYONE)
- Oliver Seki (*Seki Restaurante*, Baja, Bocuse d'Or)
- Marcelo Hisaki (*Restaurant Amores*, Baja, Michelin + Bocuse d'Or)
- Gerardo Carrera (*Sabina Sabe*, Oaxaca, #22 World's Best Bars 2023)
- Ewan Bennie (*Young Blood*, San Diego, #49 World's Best Bars 2022)

An epic array of over 800 incredible wines and spirits will be poured throughout the festival, representing the world's most distinguished wine growing regions including Paso Robles, Napa Valley, Sonoma County, Lodi, Temecula, San Diego, Valle de Guadalupe, Mexico, Spain, Argentina, France, Germany, Australia, New Zealand, and Portugal to name a few. Spirits enthusiasts will have chances during the week to taste from some of the world's most sought-after whiskeys, learn about tequila and mezcal, and explore low and alcohol-free wine and spirit options.

EXCITING NEW ELEMENTS AND PARTNERSHIPS

- [FOOD TANK SUMMIT](#): Food Tank, KPBS and the San Diego Food + Wine Festival team up to deliver a groundbreaking summit to discuss *“What will the 2024 election mean for the Good Food Movement?”* Delve into discussions of the future of food with celebrity chefs, advocates, farmers, national and local civic leaders, for profit CEO’s and more.
- [BAJA CULINARY EXPEDITION: A Journey Through Michelin Guide Mexico](#): Experience a journey through Michelin Guide Mexico with acclaimed chefs and winemakers.
- [FRIENDS OF JAMES BEARD FOUNDATION Opening Night: Grand Decant](#): The official festival kickoff event will feature exceptional James Beard Award recognized chef and beverage talents, as well as hundreds of wineries and spirits pouring their best vintages and varietals for guests—Paso Robles Tasting Room, Louis Roederer Champagne, and more. The evening benefits the James Beard Foundation's mission in support of the people behind America’s food culture and a more sustainable and equitable future for the independent restaurant industry and beyond.
- [GRAND TASTING](#): An epic waterfront celebration of all-star chef and beverage talent featuring Live Fire VIP experiences, Michelin rated and James Beard nominated chefs, the return of Cohn Restaurant Group’s Cohnchella, One World Beef's Brandt Experience, live music and tons of immersive tastings from Paso Robles Wine Country, Temecula, Sonoma, Lake County, and international wine and spirits.
- [GRAND FIESTA](#): A celebration of food, wine and culture from Baja and beyond with dozens of culinary stations, live music plus the return of the beloved annual “Taco TKO” competition.
- [CULINARY CINEMA](#): The Coronado Island Film Festival and SDFW have teamed up on a newly curated track of food inspired films screened during this year’s festival. In addition to the screenings, the series will feature engaging panel discussions, providing insights from filmmakers, on-screen talent, and renowned chefs.
- [CREATOR LIVE](#): A new addition to the programming, Creator Live, gathers top influential creators in the culinary, travel and lifestyle spaces for a day of master classes, workshops, and brand experiences designed to educate and inspire the food creator community.

- [SPECIAL TRADE TASTING](#): Members of the trade will have exclusive access to the Grand Decant Trade Tasting on November 8th, showcasing the finest international and domestic wineries, including library and vertical tastings.

Individual tickets and weekend packages are currently available for purchase for the [Grand Decant](#), [Grand Tasting](#), and [Grand Fiesta](#) experiences. 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 [@sdfoodwine](#).

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Media contacts: Peyton Robertson, Bay Bird Inc | peyton@baybirdinc.com
Alex Harmon, Bay Bird Inc | alex@baybirdinc.com