



[THE SAN DIEGO FOOD + WINE FESTIVAL](#), CELEBRATES 20 YEARS OF  
CROSS-BORDER CULINARY INNOVATION WITH SUPPORT FROM THE  
[CONSULATE OF MEXICO IN SAN DIEGO](#) AND [BAJA CALIFORNIA TRAVEL](#)  
NOVEMBER 2-10, 2024

*Bringing the Flavors of Baja and Beyond to Southern California in a Weeklong Tribute  
to Mexican Culture, Artisans, and Culinary Pioneers*

(San Diego / September 18, 2024) – As Southern California’s premier celebration of food and wine returns for its landmark 20th year, the San Diego Food + Wine Festival, with the support of the Consulate General of Mexico in San Diego and Baja California Travel, promises an immersive journey into the heart of Baja’s rich culinary heritage. The Festival continues to embrace a deeper, cross-border collaboration, showcasing the chefs, winemakers, and artisans who are transforming the gastronomic landscape on both sides of the border.

At the core of this year’s event is the enduring influence of Mexican culture on San Diego’s vibrant food scene. From Michelin-starred guided tours to Valle de Guadalupe’s wine regions, to the Grand Fiesta finale, the Festival offers a once-in-a-lifetime chance to savor the very best Mexico and Southern California have to offer.

**A Celebration of Cross-Border Innovation:** The San Diego Food + Wine Festival is more than just a food event—it’s a tribute to the shared history, flavors, and future of culinary exploration between Mexico and the U.S. As a highlight of the Festival, the Consulate General of Mexico will join the Grand Tasting opening ceremonies on Saturday, November 9th. The official lineup of events and fundraising beneficiaries will be announced, followed by a crowd-pleasing Champagne saber demonstration—a symbol of the bold, celebratory spirit that defines the Festival.

“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,” said Ambassador Alicia Kerber-Palma, Consul General of Mexico in San Diego. “Mexican wine is the top choice pairing option for the hospitality industry in San Diego. Currently the United States is the main destination for Mexican wine exports (50%), reaching approximately 7 million dollars.”

**Exclusive Experiences that Highlight Mexican Pioneers:** The 9-day festival invites attendees to explore the dynamic future of Mexican food and beverage. Thursday's Michelin-focused Baja Culinary Expedition offers an exclusive, curated exploration of Baja's thriving culinary landscape and recent Michelin star recipients, while Friday's Grand Decant highlights a selection of wines from Valle de Guadalupe—a region that has become synonymous with innovation in viticulture.

At the Baja Pavilion on Saturday, 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.

The festival culminates in the Grand Fiesta on Sunday, November 10th, where culinary talents from San Diego, Baja, and beyond come together to celebrate the inextricable bond between Mexican and Southern Californian cuisine. The Grand Fiesta will not only showcase their collaborative efforts but will also highlight the future trajectory of this cross-border culinary dialogue.

"The culinary conversation between California and Mexico has been a constant source of inspiration for our team, growing richer and more dynamic each year," says Michelle Metter, Festival co-producer and co-founder of Fast Forward Events. "Our goal is to deepen the connection, understanding, and celebration of the vibrant food culture we share with our southern neighbors, and we're thrilled to partner with the Consulate General of Mexico to strengthen these relationships even further."

This milestone year for the San Diego Food + Wine Festival marks two decades of fostering culinary connections and pushing the boundaries of what the food and beverage community can achieve when it works together across borders. With the support of the Consulate General of Mexico, this year's Festival promises to be a groundbreaking celebration of cultural exchange and culinary artistry.

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 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](http://www.sandiegowineclassic.com) and @sdfoodwine.

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