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Fredericksburg FOOD & WINE FESTIVAL

FREDERICKSBURG FOOD & WINE FESTIVAL CELEBRATES RECORD ATTENDANCE AND COMMUNITY IMPACT IN 2025

FREDERICKSBURG, Texas (October 30, 2025) – The [Fredericksburg Food & Wine Festival](#) once again brought Texas Hill Country’s culinary and creative excellence to life this past week, drawing record crowds, introducing new philanthropic initiatives, and spotlighting the region’s most talented chefs, winemakers, and artisans.

Between Preview Week and the Festival, **more than 4,000 tickets were sold**, marking another successful year for the beloved event. Attendance during Saturday’s Grand Tasting nearly doubled over 2024. Festivalgoers traveled from near and far to attend, with the majority hailing from Fredericksburg, Austin, and Houston, and others making the trip from as far as California, New York and the UK—a testament to the festival’s growing regional and national draw.

This year’s festival not only elevated the guest experience with expanded programming and enhanced hospitality, but also deepened its community impact through several key charitable efforts. To date, **\$40,000 has been donated to the Kerr County Flood Relief Fund**, and the festival provided **\$2,000 in supplies to the Fredericksburg High School Culinary Program**, which serves nearly 300 students. In addition, the festival is **projecting an additional \$10,000 donation** to establish the **Hill Country Hospitality Relief Fund**, dedicated to supporting hospitality professionals across the region.

Through its ongoing partnership with **Texas Wine Auction**, the event also raised **over \$30,000 to fund counselors at Fredericksburg High and Middle Schools**, furthering local mental health resources for young people.

In a continued effort to reduce its impact on the Fredericksburg Sanitary Landfill, the festival partnered with **Empty Harvest** to collect and recycle materials from throughout the weekend. Together, they diverted over 2,200 pounds (1.12 tons) of glass and cardboard from the landfill, including 1,783 bottles and 282 pounds of cardboard. This initiative prevented more than 1,000 pounds of CO₂ emissions—the equivalent of saving over 2,000 miles driven.

“We’re incredibly proud of how this year’s festival continues to grow—not only in attendance, but in the positive impact it has on our local community,” said Hayley Wakefield, Festival Producer. “The spirit of collaboration among chefs, winemakers, and volunteers is what makes this event so special. Together, we’re celebrating what makes Texas Hill Country’s hospitality scene truly world-class.”

“This festival is a shining example of what happens when a community comes together to celebrate our region’s food, wine, and culture,” added Jim Mikula, President and CEO of the Fredericksburg Chamber of Commerce. “The generosity and enthusiasm of everyone involved help strengthen our local economy, support our schools, and ensure that Fredericksburg continues to thrive as a culinary destination.”

Guests enjoyed a dynamic lineup of experiences, from signature events like the sold-out Street Dinner, Tacos & Tequila, Texas Black Tie BBQ, Texas Wine Auction Barrel Auction and Waterfront Brunch, to culinary and beverage demonstrations and live music at the Grand Tasting. Across the festival grounds, more than 75 local food and beverage purveyors—including 45+ wineries, breweries, and distilleries—brought the best of Texas Hill Country flavor to life.

For highlights from this year’s event and updates on future programming, visit the Festival’s Instagram page [@fbgfoodandwinefest](#) and website at fbgfoodandwine.com.

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Supporting Assets:

[Fredericksburg Food & Wine Festival Logos](#)

[2025 Fredericksburg Food & Wine Festival Images - Photo credit: Side B Productions](#)

[2025 Fredericksburg Food & Wine Festival Recap Video - Credit: Side B Productions](#)

About the Fredericksburg Chamber of Commerce:

The mission of the Fredericksburg Chamber of Commerce is to champion the Fredericksburg business community through collaboration, information and service. The Fredericksburg Chamber of Commerce proudly represents the diverse and growing business community of Gillespie County, just like it has for 105 years. Steeped in tradition, yet with an eye to the future, they strive to make Fredericksburg a great place to do business and a great place to live. Their robust program of committee work includes housing, workforce development, arts, and Main Street Merchants. Their collective strength allows them to promote business trade, provide valuable networking opportunities, monitor legislative issues and economic trends, and equip members with the resources needed in today’s ever-changing marketplace.

About Fredericksburg Food and Wine Festival:

The Fredericksburg Food & Wine Festival is a non-profit organization that celebrates, showcases and nurtures our region’s rich agricultural heritage, outstanding culinary experiences and award-winning wineries. Through their programs and events, they support charitable organizations in the Texas Hill Country, ensuring prosperity and innovation within the community.