

Fredericksburg FOOD & WINE FESTIVAL

MEDIA FACT SHEET

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FESTIVAL OVERVIEW

Full Name	Fredericksburg Food & Wine Festival
Presented By	Fredericksburg Chamber of Commerce
In Partnership With	The City of Fredericksburg and the Fredericksburg CVB
About	The Fredericksburg Food & Wine Festival is the premier celebration of Texas Hill Country's food, wine, and agricultural innovation, rooted in the local community since 1991. Produced by the Fredericksburg Chamber of Commerce Foundation, the festival brings together the region's chefs, winemakers, farmers, and artisans for an experience that can only happen here. From Hill Country vineyards and craft distilleries to locally grown peaches and ranch-raised beef, every element of the festival reflects the people and land that make Fredericksburg one of America's most distinctive culinary destinations.
Founded	1991
Revamped Festival Launch	2024
Location	Marktplatz, Historic Downtown Fredericksburg, Texas and select locations in Fredericksburg in the Texas Hill Country AVA (American Viticultural Area)
Annual Timing	Restaurant Week (May), Preview Week (July), Festival (October)
2026 Festival Dates	October 21–24, 2026

2025 BY THE NUMBERS

Total Tickets Sold	4,000+ (Preview Week + Festival combined)
Grand Tasting Attendance	Nearly doubled vs. 2024

Food & Beverage Purveyors	75+
Wineries, Breweries & Distilleries	45+
Attendee Origin	Fredericksburg, Austin, Houston; visitors from CA, NY, and the UK
Economic Impact and Attendee Demographics	<p>Projected 2025 spend of attendees in Gillespie County during festival: ~\$2.4 million</p> <p>2025 Attendee HHI statistics:</p> <ul style="list-style-type: none"> 20% over \$200K 12% between \$150K and \$200K 15% between \$100K and \$150K <p>Population within 2-hour drive: ~5.7 million</p> <p>Population within 3-hour drive: ~8.5 million</p> <p>Population within 4–5 hour drive: ~22 million (includes 7 million with HHI over \$100K)</p>

CHARITABLE IMPACT (2025)

Kerr County Flood Relief Fund	\$40,000 donated
FHS Culinary Program	\$2,000 in supplies (serves ~300 students)
Hill Country Hospitality Relief Fund	\$10,000 projected (new fund established in 2025)
Sustainability / Empty Harvest Partnership	2,200+ lbs of glass & cardboard diverted from landfill; 1,000+ lbs CO ₂ prevented

FEATURED PROGRAMMING

Grand Tasting	Signature event at Marktplatz: 75+ tastings, live music, culinary demos, artisan market
Street Dinner	Sold-out multi-course dinner on historic Austin Street
Waterfront Brunch	Leisurely brunch experience
Preview Week	Week of curated lead-up events before main Festival Weekend
Restaurant Week	Launched 2026: chef collaborations at Fredericksburg restaurants (May)

MISSION

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

MEDIA CONTACT

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