

EMBARGOED UNTIL 12:01 AM CT, JULY 23, 2026

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The logo for the Fredericksburg Food & Wine Festival. The word "Fredericksburg" is written in a red, cursive script font. Below it, the words "FOOD & WINE" are in a bold, red, sans-serif font. At the bottom, the word "FESTIVAL" is in a smaller, red, sans-serif font.

Tickets for Fredericksburg Food & Wine Festival On Sale Today

Celebration Runs October 22–25 with Opening Night, Street Dinner, Grand Tasting and Waterfront Brunch

Fredericksburg, Texas — July 23, 2026 — The Fredericksburg Chamber of Commerce is excited to announce that tickets for individual events and Grand Tasting Badges for the 2026 Fredericksburg Food & Wine Festival will be available beginning today, Thursday, July 23rd.

This year's festival, taking place Thursday, October 22nd through Sunday, October 25th, brings four days of programming to the Texas Hill Country, from a bluff-top Opening Night to a street-side four-course dinner, the region's largest Grand Tasting, and a waterfront brunch to close out the weekend.

This year's festival continues its commitment to the community by directing a portion of proceeds to the Hill Country Hospitality Workers Emergency Relief Fund, supporting local hospitality professionals across the region.

What sets the Fredericksburg Food & Wine Festival apart is its commitment to keeping the celebration entirely local: every winery, chef, brewery and distillery participating must be based in the Texas Hill Country, giving guests a true taste of the region.

Ticket Options

Early Bird pricing shown below is available through August 31, 2026, for Grand Tasting badges only

- Local Early Bird Badge (\$100) — for primary residents of select Hill Country zip codes; includes Saturday Grand Tasting access with all tastings, live music, activations and the retail market
- General Admission Early Bird Badge (\$125) — Saturday Grand Tasting access with all tastings, live music, activations and the retail market
- VIP Early Bird Badge (\$265) — includes everything in General Admission, plus early entrance at 11:00 AM and exclusive access to the Grape Creek VIP Lounge with private restrooms, exclusive wines and passed bites
- All Access Badge, only 48 available (\$835) — the full weekend: Opening Night, Street Dinner, Grand Tasting VIP and Sunday Brunch

Regular pricing begins September 1, 2026:

- Opening Night, October 22 — Contigo Ranch (\$125)
- Street Dinner, October 23 — Downtown Fredericksburg (\$275)
- Street Dinner + Après, October 23 — Downtown Fredericksburg (\$400) — adds the new late-night Après Garden Party with fromage service, chocolate, bubbles and martinis

- Grand Tasting Local GA, October 24 — Marktplatz (\$125)
- Grand Tasting GA, October 24 — Marktplatz (\$150)
- Grand Tasting VIP, only 350 available, October 24 — Marktplatz (\$295)
- Sunday Brunch, October 25 — Fischer & Wieser Farmstead (\$100)

Throughout the weekend, attendees can look forward to signature events and immersive activations, including:

- **Opening Night**, sponsored by Marian Lee & Associates, kicks off Festival Weekend on the bluff at Contigo Ranch with sweeping Hill Country views, a signature cocktail from LALO Tequila with bites and wine pairing stations from local talent including Turtle Creek Vineyard and Prochnow Winery, plus live music and a bandana embroidery bar. (Thursday, October 22)
- **The Street Dinner**, presented by Waldorf Astoria, returns bigger than ever with a long table set down the center of downtown Fredericksburg. Guests enjoy a reception with Elisa Christopher bubbles, cocktails from Garrison Brothers and Dietz Distillery and passed bites from Gulf Ranch (Hill & Vine's sister restaurant, coming soon), followed by a four-course dinner from chefs behind Mesquite at the Warehouse, Hill Country Herb Garden, Feast & Merriment and Boot Ranch, paired with an all-Texas Hill Country wine lineup. New this year, guests can extend the evening with the Après Garden Party add-on. (Friday, October 23)
- **The Grand Tasting**, the heart of the festival, takes over Marktplatz with more than 75 wine, culinary, brewery and distillery tastings included with every badge. Highlights include the Grand Tasting Pavilion powered by Uncork Texas Wines, the Grape Creek VIP Lounge, the Heath Sparkling Garden, a whole hog roast activation from Jesse Griffiths x Millscale, live music stage curated by Crossroads Saloon & Steakhouse, a Beer Garden, a new Rosé Garden, the Surtierra Tequila Cantina, the Flint & Flame Culinary Demo Stage and a Silent Disco from Slate Theory. (Saturday, October 24)
- **The Waterfront Brunch** closes out Festival Weekend with a relaxed, chef-prepared brunch along the water behind Das Peach Haus at the Fischer & Wieser Farmstead, featuring Fischer & Wieser wines, handcrafted cocktails and live music. (Sunday, October 25)

For complete event descriptions, badge details and to purchase tickets beginning July 23rd, visit fbgfoodandwine.com. Follow the Fredericksburg Food & Wine Festival on Facebook and Instagram for updates, and sign up for email alerts at fbgfoodandwine.com to be first in line for badges, schedules and festival news.

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Supporting Assets:

- [Fredericksburg Food & Wine Festival Logos](#)
- [2025 Fredericksburg Food & Wine Festival Images](#) (credit: Side B Productions)
- [2025 Fredericksburg Food & Wine Festival Video](#) (credit: Side B Productions)
- [Media Kit](#) and [Fact Sheet](#)

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 106 years.

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.