

FOR IMMEDIATE RELEASE

**San Diego Bay Wine & Food Festival Named FestForums 2024 Festival of the Year**

(San Diego, CA - January 25, 2024) - The San Diego Bay Wine & Food Festival® is thrilled to announce that it has been named the [FestForums](#) 2024 Festival of the Year. The award will be presented during the FestForums annual conference in Santa Barbara, California, February 15-17, 2024.

FestForums is a conference series dedicated to festival producers and event organizers, and is attended by power players in the festival space including producers from Primavera Sound, Roskilde, SXSW, Coachella, Burning Man, Lollapalooza, and more. FestForums' annual Best of the Fests awards recognize excellence among festivals in the film, music, and food and beverage industries, with special acknowledgment for champions of innovation, sustainability, and charitable initiatives. This year, the [San Diego Bay Wine & Food Festival](#) stood out among a competitive field of festivals, earning the coveted title of 2024 Festival of the Year, acknowledging the festival's commitment to creating a vibrant celebration of food, wine, and culture.

"We are truly honored to be named the FestForums 2024 Festival of the Year, especially as we embark on our 20th year producing this extraordinary event. This recognition, coupled with the enduring legacy of our festival, is a testament to the hard work, creativity, and passion of our team, as well as the support of our partners and attendees," said Michelle Metter, co-founder of the San Diego Bay Wine & Food Festival.

The Festival of the Year award ceremony will take place Thursday, February 15, during the FestForums conference, where industry leaders, organizers, and professionals from from the festival space gather to discuss the state of the industry, share insights and best practices, and celebrate the best in the business. The San Diego Bay Wine & Food Festival team will be present to accept the Festival of the Year award and participate in the various panels and discussions held during the conference.

**About the San Diego Bay Wine & Food Festival:**

Travel to San Diego and Arrive at Awesome. The 20th Annual San Diego Bay Wine & Food Festival is an international showcase of the world's premier wine and spirits producers, chefs and culinary personalities, and gourmet foods. Held November 3-10, 2024, the award-winning festival raises funds for culinary, oenology and hospitality scholarships and grants, and has awarded over \$600,000 to individuals and non-profits to date. For more information, please visit [sandiegowineclassic.com](http://sandiegowineclassic.com). The festival is produced by Fast Forward Events.

*The San Diego Bay Wine & Food Festival is funded in part with City of San Diego Tourism Marketing District Assessment Funds.*

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