

# SAN DIEGO BAY WINE & FOOD FESTIVAL

[THE SAN DIEGO BAY WINE & FOOD FESTIVAL](#) CELEBRATES MEXICAN  
CULTURE, INSPIRATION AND INFLUENCES

AT THE 19th ANNUAL EVENT NOVEMBER 6-12, 2023

*San Diego Bay Wine & Food Festival, with the support of the  
[Consulate General of Mexico in San Diego](#), will celebrate the unique cross-border  
connection and showcase Mexican innovators and artisans*

(San Diego / October 12, 2023) – The San Diego Bay Wine & Food Festival has long made it its mission to celebrate the influence of Mexican culture, heritage, and gastronomic exploration on Southern California’s exploding food and beverage scene. With the understanding that the cross-border exchange of ideas and innovation has been integral to the development of San Diego’s culinary identity, this year’s Festival seeks to continue the conversation around how the future of food and dining in the region is being defined by efforts in both countries.

In addition to hosting an all-day guided culinary excursion to Baja’s Valle de Guadalupe on Wednesday, November 8th, the San Diego Bay Wine & Food Festival is proud to once again welcome the Consulate General of Mexico to participate in the opening ceremonies of the Grand Tasting on November 11th, where speakers will offer salutary remarks, officially introduce this year’s Festival lineup and fundraising beneficiaries, and perform the annual Champagne saber demonstration.

“The San Diego Bay Wine & Food Festival is an auspicious occasion to taste the best Mexican food and the superb wine from Baja California. Mexican wine is among the most representative products of our country,” said Carlos González Gutiérrez, Consul General of Mexico. “The United States is the main destination for Mexican wine exports (50%), reaching approximately 7M dollars in 2022. Mexican wine is the best pairing option for the hospitality industry,” he emphasized.

This year’s partnership places a particular emphasis on introducing industry pioneers in and from Mexico to the Festival community. Throughout the 7-day series of events, attendees will be invited to discover the most notable Mexican beer, wine, spirits and cuisine, while having the opportunity to engage in person with the people behind the craft.

Friday's Grand Decant will kick off the stateside introduction by featuring a series of wines from Valle de Guadalupe selected to highlight the uniquely compelling viticulture of this dynamic region. On Saturday, the Festival's noteworthy Baja Pavilion at the Grand Tasting will invite guests to interactively explore the rich history and depth of flavor unique to Mexican gastronomy. The Grand Fiesta on Sunday, November 12th is the culmination of these Grand Weekend events, as the multicultural talents of San Diego, Baja, Southern California and beyond are united and showcased in recognition of their inextricable influence on each other, and the trajectory of the industry.

"California's ongoing culinary dialogue with Mexico is something our team has always been excited about, and becomes more and more potent every year," says Michelle Metter, Festival Co-producer and Co-founder of Fast Forward Events. "It is our goal to foster a deeper connection, understanding, and sense of celebration with our neighbors to the south, and we're so happy to be working with the Consulate General of Mexico to cultivate these relationships."

For ticket information and the full festival schedule, please visit the festival [website](#) and follow along on Instagram: @sdbayfest.

*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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