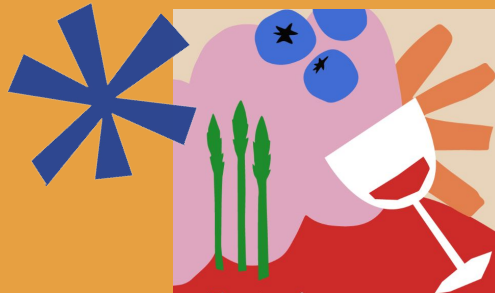




AUSTIN  
**food & wine**  
FESTIVAL

**November 1-3, 2024**





# AUSTIN food & wine FESTIVAL

Nov. 4-5, 2023 \* Austin, TX

**Last year's lineup!**

## Featuring

ADRIAN ABELLA & CAMILLE DE LOS REYES · ALAN PARYZEK · ALI CLEM · ALLIE MCMILLAN · ALMA ALCOCER  
AMANDA TURNER · ANNE BURRELL · ANNE NG & JEREMY MANDRELL · ANTHONY SOBOTIK & KENDALL MELTON  
AYESHA NURDJAJA · BARRETT BLACK · BERTY RICHTER · BRADLEY NICHOLSON & SUSANA QUEREJAZ  
BRIAN LIGHT · BRIAN OLENJACK · CHEETIE KUMAR · CJ JACOBSON · COLTER PECK · COREY MCENTYRE  
DAN KENNEDY · DANIEL BERG · DANIEL BROOKS · DANTE GROGG · DIEGO GALICIA & RICO TORRES  
DIMITRIOS KELESOGLOU · DONNIE FOREHAND · ENMA LOPEZ · ERIC NATHAL · ESAUL RAMOS  
FERMÍN NUÑEZ · FIORE TEDESCO · GERONIMO LOPEZ · GRAHAM ELLIOT · HAROLD MARMULSTEIN  
ILAN HALL · JAKUB CZYSZCZON · JAM SANITCHAT · JASON DADY · JASON MCVEARRY · JAVIER EQUIHUA  
JEFFREY HUNDELT · JI PENG CHEN · JO CHAN · JOSEPH GOMEZ · JUNIOR BORGES · JUSTIN MANZI  
KEVIN FINK · KEVIN TAYLOR · KRIS HAMMOND · KRISTINA ZHAO · KRISTINE KITTRELL · KRYSTAL CRAIG &  
IAN THURWACHTER · LAILA BAZAHM · LEO DAVILA · LING QI WU · LIZ EVERETT & STEPHANIE EVERETT MARTIN  
MEREDITH SHAFFER · MICHAEL FOJTASEK & AMANDA ROCKMAN · MIKE DIAZ & LAURA SAWICKI · MISTI NORRIS  
NIC YANES & JANICE OMADEKE · NICK ERVEN · NICO HARRISON · NICOLA BLAQUE · NICOLE PATEL · NOAH THIBAUT  
PAUL QUI, MOTO UTSUNOMIYA & DOMINIC LUZZO · PEDRO QUEVEDO & ALEX SWENSON · RAUL CASTILLO  
REBECCA MASSON · ROBERTO ESPINOSA · RYAN SAMSON · SOFIA TEJEDA · SONYA COTÉ · STEVE MCHUGH  
TANO AVILA · TATSU AIKAWA · TIM LOVE · TODD DUPLECHAN · VINNIE CIMINO · YOVANI MEJIA

## Representing

1417 FRENCH BISTRO · 2M SMOKEHOUSE BBQ · ABA · ABW CAN-TINA · AJJA · ALBERT HOTEL  
ATX COCINA · AUSTIN RÔTISSERIE · BAKERY LORRAINE · BILL'S OYSTER · BOTIKA · BULEVAR  
BUREAU DE POSTE · CALIBRATE WELLNESS · CENTRAL MACHINE WORKS BREWERY · CHAPULIN CANTINA  
CON TODO · CORDELIA · CRUZTECA MEXICAN KITCHEN · CURED · DADY RESTAURANT GROUP  
DAIBOKU · DASHI SICHUAN KITCHEN + BAR · DELYSIA CHOCOLATIER · DINER BAR · EAST SIDE KING  
EL ALMA · EL RAVAL · ELEMENTARY ATX · EMMER & RYE HOSPITALITY GROUP · ENSENADA ATX  
ESTE · EZOV · FAR OUT HOSPITALITY · FLUFF BAKE BAR · GARRISON · GELATO PARADISO  
GOODFOLKS · GRIZZELDA'S · HILLSIDE FARMACY · HONEY MOON SPIRIT LOUNGE · HOTEL EMMA · INTERO  
JACOBY'S · JULIET ITALIAN KITCHEN · L'OCA D'ORO · LA BARBECUE · LENOIR · LICHAS · LICK HONEST ICE CREAM  
LIN ASIAN BAR + DIM SUM · LONESOME DOVE · LUTIE'S · MA'COCO · MERIDIAN · MILO · MIXTLI · OLAMAIE  
OSEYO · PETRA & THE BEAST POKE-POKE · RAMEN HOOD LOS ANGELES · RONIN FARM & RESTAURANT  
SALTY SOW · SARI-SARI SUPPER CLUB · SHUKA · STIXS & STONE · SUMMER HOUSE ON MUSIC LANE  
SWIFT'S ATTIC · TACODELI · TATSU-YA · THAI FRESH THE DIRDIE BIRDIE · THE JERK SHACK  
THE ORIGINAL BLACK'S BBQ · TILLIE'S · VESPAIO · VIXEN'S WEDDING · WAX MYRTLE'S · WU CHOW · YAMAS

BENEFITTING THE AUSTIN FOOD & WINE ALLIANCE

af&w



**2 DAYS • 6,000 FANS • 20+ CHEF DEMOS •  
60+ FEATURED RESTAURANTS**





## DEMOGRAPHICS

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### GENDER

28% MALE  
72% FEMALE

### ANNUAL INCOME

4% < \$75K  
20% \$75K-\$149K  
31% \$150K-\$249K  
20% \$250K-\$499K  
10% \$500K+  
15% Prefer not to answer

### AGE

22% 21-34  
35% 35-44  
24% 45-54  
15% 55-64  
4% 65+

### EDUCATION

2% High School  
55% College  
43% Masters / PhD

# DIGITAL DATA

**308,948** Unique Views

**200,118** Sessions

**1:11 (min:sec)** Avg. Session duration

**1.99** Pages per session

**398,986** Total Page Views

**2,378** Around the Park Page Views

**5,905** Partner Page Views



38K+  
FACEBOOK  
LIKES

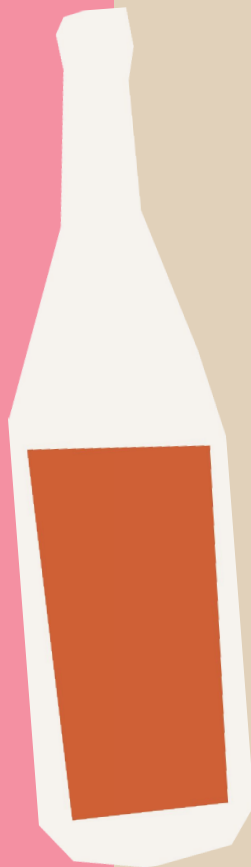


21K+  
TWITTER  
FOLLOWERS



39K+  
INSTAGRAM  
FOLLOWERS

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# MARKET SPREAD

## Local

Austin

Dallas

Houston

San Antonio

## Top States

Texas

Illinois

Iowa

California

Oklahoma

Missouri

Kansas

Source Data, Google Analytics 11/7/22 - 11/6/23



**"There's a fun, choose-your-own-adventure element to the festival that leads to varied experiences for different guests. Those inclined to catch a glimpse of the big-name chefs can spend some of their days in the seminar tents, while others simply opt to drink and graze on food samples for the day."**

**-EATER AUSTIN**

# SIP & SAVOR

Austin Food + Wine treats guests to culinary creations from Austin's top restaurants, bites from nationally renowned pit masters and chefs, Master Sommelier-led wine tastings, cocktail classes and so much more.

From Central Texas favorites to the country's top-rated purveyors, awaken your palate with delectable bites! Create the perfect pair when you sip from a wide selection of spirits, wines, and brews among views of the extraordinary Austin skyline.

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## SERVING GOOD VIBES

Discover your new favorite cocktail or restaurant in our Grand Taste exhibition. If a smorgasbord of spirits and culinary exhibitors isn't enough, we host more than 60 esteemed restaurants from across the state serving dishes that put them on the map. Chefs are hand-smoking and hand-serving feasts of the most mouthwatering eats you can imagine.





## DEMOS & SEMINARS

In addition to sampling unique eats from the nation's top-rated talent, get some tips to earn that extra Michelin Star for your home kitchen with our Chef Demos! Then get bubbly at a Tasting Session and sample premier spirits, wines, and beers from across the globe while learning the distillation processes behind them.



## FIRE PIT

Our Fire Pit features bites hot off the flames and the chance to interact with pitmasters and chefs cooking over live fire. Enjoy exceptional BBQ and other dishes cooked over open flame and get first-hand advice from the pros!

## HANDS-ON GRILLING

Kick off the festival weekend with the new ultimate pre-festival cookout at Auditorium Shores, Hands-On Grilling! Grab a partner and cook a delicious meal on a charcoal grill while Chef Tim Love gives pointers on how to become the ultimate pitmaster.

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## MADE IN TEXAS

We're excited to introduce our new Saturday evening event exclusive for VIP Ticketholders, Made In Texas! Think tailgate, lone star dine-around, cooking over open flame or Texas favorites hot off the grill. It's an homage to all things Texas, foodie-style!



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# THANK YOU TO OUR AMAZING 2023 SPONSORS!

FOOD & WINE



HIGH WEST

AGUA SOL



AUSTIN  
★  
COCKTAILS

THE HOUSE OF SUNTORY

JADOT  
ARTISAN CIDER



Rebel One  
VODKA  
— FAMILY MADE —

SEQUOIA GROVE  
CIGARS

KREWE  
EYEWEAR

AVIATION  
: AMERICAN GIN :



RAVIL HAYDEN

BULLEIT  
BOURBON  
FRONTIER WHISKY

蒼山  
CANGSHAN

CARABUENA  
VINO

LONGBRANCH

MEZCAL  
UNION

MONTELOBOS  
— MEZCAL ARTESANAL —

MOUNT GAY  
Barbados Rum 1703

OpenTable

PAVEMINT

CAYMAN JACK

CAZADORES

EXPERIENCE  
EUROPEAN WINES  
CLINK DIFFERENT

CÓDIGO  
1530

DELICATO

DELTA Postmates

PRINCESS

Rambler  
SPARKLING WATER

REBELLIOUS



SEEDLIP

ESTD 1870  
GEORGIA  
Dickel  
Bourbon  
WHISKY

1942  
Don Julio

Earlybird  
CBD



GRAZA



SINGLETON

SKREWBALL  
PEANUT BUTTER WHISKY

SPELLBOUND

ST-FRANCIS  
WINERY & DISTILLERS

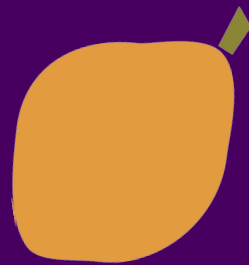
Sysco  
At the heart of  
food and service

TEREMANA  
SMALL BATCH TEQUILA

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Tito's

TX  
WHISKY



AUSTIN **food & wine** FESTIVAL

**THANK YOU!**

