

WELCOME TO THE 3RD ANNUAL OAXACA FOOD & WINE ~ CRAFT BEER & SPIRITS FESTIVAL

WEDNESDAY FEBRUARY, 24 - SUNDAY FEBRUARY, 28 ~ 2027



DONNASHIELDS
Event Director



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A production by Dolce Events & Marketing



Curated, Intimate & Awesome

We are thrilled to invite you to join us as a featured wine sponsor for the **3rd Annual Oaxaca Food, Wine, Craft Beer & Spirits Festival**. Unlike massive, commercial expos, our festival is designed to ensure your brand never gets lost in the crowd. We exclusively feature high-quality Mexican wines, sharing the story of the region's viticulture with a sophisticated, hand-picked audience.

Our Audience

Participating puts your brand directly in front of high-income consumers with a deep interest in culinary culture and premium spirits. Our guests primarily join us from the **US; California, Colorado, Texas, and New York and points in between**.

The festival is produced by **Dolce Events & Marketing**, the same team behind the award-winning **Key West Food & Wine Festival** (now in its 18th year). You are in experienced hands.

What You Get From Us

- **Year-Round Visibility:** Your brand will be featured for a full year on the festival homepage and your specific event page, including live links to your website.
- **Collaborative Social Marketing:** We create dedicated Instagram posts promoting your wine. We'll invite you to collaborate so these posts reach both our followers and yours simultaneously.
- **Branded Assets:** We provide custom IG graphics for your sponsored event to help you promote your participation to your existing customers.
- **Direct Sales:** Selling bottles to guests during the event is encouraged. We want our guests to be able to take home the labels they fall in love with.
- **Event Access:** We provide **one complimentary ticket** (lunch or dinner) to your sponsored event so you can enjoy the experience alongside our guests.

What We Expect From You



- **The Pairing Experience:** For multi-course meals, we require a different varietal to pair with each course. We will provide the menu in advance so you can make the selections.
- **Volume Estimates:**
 - **Lunch:** ~3/4 bottle per person.
 - **Dinner:** ~1 bottle per person.
 - **Guest Count:** Most events host 25–35 guests.
- **Education:** We want you to be the "voice" of your wine. You'll have the opportunity to educate guests on your process and tasting notes during the meal. (Service will be handled by festival/restaurant staff).
- **Logistics:** Sponsorship includes providing the wine and covering shipping charges. Wines must arrive in Oaxaca at least one week prior to the event.

Restaurant Introductions: We are happy to personally introduce and promote your brand to the chef/owner/management of our participating restaurants, where you may not currently be selling your wine.

Currently, sponsorships are available only at:

[CuatroSie7e Gallery](#) Welcome Wine Reception/February 24

[Restaurante Xaok](#) 4-course Dinner/February 25

[Brio Cocina Local](#) 3-course Lunch/February 27

[Copal](#) 4-course Dinner in the Wine Room (limited to 16 guests) February 27

Ready to claim your table? Sponsorship opportunities are strictly limited to maintain the intimacy of the event. Please reach out with any questions or to secure your spot.



Oaxaca Food & Wine Festival: By The Numbers

The flavor of Oaxaca travels fast! Our multi-channel marketing strategy successfully connected food and wine lovers across digital, social, and traditional media.

Total Campaign Impressions: 131,000+

Channel Engagement & Reach

Print Media

100,000 readers reached

Instagram

16,000 video views

Official Website

14,466 high-intent clicks

Facebook

Dedicated community engagement

Expatsi

22,000 video views





See all 2026
Festival Photos

