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GRAPEVINE CELEBRATES FOUR DECADES OF WINE TRADITIONS AT 40TH ANNUAL GRAPEFEST® – A TEXAS WINE EXPERIENCE

The four-day festival takes place on Historic Main Street September 17, 18, 19 and 20

GRAPEVINE, TEXAS (July 28, 2026) – Raise a glass to GrapeFest® – A Texas Wine Experience, presented by Bank of the West, as it celebrates four decades of wine, tradition and community. The Largest Wine Festival in the Southwest returns September 17, 18, 19 & 20 to Historic Main Street for its 40th annual celebration, honoring the stories, people and places that have shaped the world of wine with the theme **Connecting Wine Traditions, One Glass at a Time.**

Celebrating Texas Wine Traditions

The festival began in 1987 to support the restoration and renaissance of Grapevine's Historic Main Street while celebrating Texas's emerging wine industry. GrapeFest® has grown into a beloved tradition with a lasting impact. It helped preserve Historic Main Street while shining a spotlight on Texas wines, playing a significant role in elevating the state's wine industry and putting Texas wines on the map.

What began as a one-day event featuring six Texas wineries has grown into an internationally recognized wine festival welcoming 250,000 attendees annually. Today, GrapeFest continues to celebrate the passion and traditions of Texas winemakers through signature experiences including the [People's Choice Wine Tasting Classic](#) sponsored by Audi Grapevine, the Largest Consumer Judged Wine Tasting Competition in the Nation, exclusively featuring Texas wines.

Connecting with Global Wine Traditions

The [International Wine Experience](#) sponsored by Gaylord Texan Resort will take guests on a journey around the world through a curated selection of wines from renowned regions and Grapevine's international Sister Cities. Festivalgoers can explore wines from Grapevine Sister City regions including Krems, Austria; Barossa, Australia; and Parras de la Fuente, Mexico. Parras and Grapevine are celebrating the 30th anniversary of signing the Sister City Accords at this year's GrapeFest.

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Celebrating 50 Years of the Judgement of Paris

As part of the [International Wine Experience](#), GrapeFest will recognize the 50th anniversary of the Historic 1976 Judgement of Paris, the blind tasting competition that changed the global wine landscape. In the now legendary competition, young California wines from Napa Valley were being judged against some of France's most celebrated wines. Many expected the Old-World French wines to dominate, but the Napa wines earned top honors in every category, changing the perception of New World wines forever. The landmark event brought international recognition to California and helped redefine what was possible for New World wine regions, including in Texas. At GrapeFest, guests can recreate this iconic moment by tasting French and Napa Valley wines and casting their own Judgement of Paris.

GrapeFest offers four days of entertainment, culinary experiences and family-friendly fun including:

- **Wine Seminars:** Discover new flavors as experts guide you through wine tastings featuring different wine regions.
- **GrapeStomp:** Teams compete in a race against the clock to stomp approximately 18 pounds of grapes in two minutes for the chance to claim the coveted Purple Foot Award.
- **Champagne Terrace:** Sip bubbly under the trees in Weem's Alley while listening to live music.
- **Live Music & Entertainment:** Enjoy live performances across multiple stages throughout Historic Main Street.
- **Festival Food:** Savor classic festival favorites and Texas favorites including corn dogs and funnel cakes.
- **Artisan Marketplace:** Shop handcrafted goods from Texas vendors.
- **Family-Friendly Activities:** Enjoy the KidZone, Carnival and Midway.
- **Harvest Wine Train:** Enjoy a 21+ wine experience on Grapevine Vintage Railroad Thursday, September 17

Become part of the tradition this September! For tickets, event schedules and more information, visit GrapeFest.com.

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