



FOR IMMEDIATE RELEASE

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GRAPEFEST® CELEBRATES MILESTONE EVENT WITH NEW EXPERIENCES, WINE TRADITIONS AND FOUR DAYS OF FESTIVAL FUN

The four-day festival takes place on Historic Main Street September 17, 18, 19 and 20, 2026

GRAPEVINE, TEXAS (August 20, 2026) – Make new memories at the **Largest Wine Festival in the Southwest**, the [40th Annual GrapeFest – A Texas Wine Experience presented by Bank of the West](#). This year, GrapeFest celebrates its milestone 40th festival with the theme, Connecting Wine Traditions, One Glass at a Time. When the first GrapeFest was held in 1987, 700 people attended and Texas was home to just over a dozen wineries and only six poured at the inaugural People's Choice Wine Tasting Classic. Four decades later, GrapeFest draws more than 225,000 visitors to Historic Main Street for four days of wine traditions, competition, unique shopping, great food and live entertainment. Here's a look at some of what to expect as GrapeFest celebrates this milestone:

[THE RETURN OF THE FLORENCE DOOR](#)

Due to popular demand the Florence Door experience will return to GrapeFest. Head to **Champagne Terrace, sponsored by Hilton DFW Lakes**, where you can knock on the small wooden door and receive a glass of champagne. The picture-perfect Florence-style wine window is a nod to the 16th-century buchette del vino, once used by winemakers to sell wines to the public as they stroll by on the cobblestone-lined streets.

[NEW FESTIVAL FOODS](#)

Alongside festival staples like funnel cakes, corny dogs and **Steak on a Stake**, discover new festival fare including Filipino cuisine from **SoulFire on Wheels**, hand pies from **Piemazing** and discover new snacks from **The Kettle Corn Cowboys** and **Astronaut Snacks**. Don't forget the millennial-themed **Rewind Dirty Sodas**. [Historic Main Street](#) boutiques, galleries, cafés, restaurants and winery tasting rooms will also be ready to welcome you during the festival.

[NEW SHOPPING VENDORS](#)

Enjoy your favorites and discover new vendors along Historic Main Street with more than 70 artisan vendors. Get wild at **Boot Scootin' Bloomin'** as you handpick and make your own wildflower bouquet to take home. Find unique glassware, including wine glasses, at **The Turquoise Egg** where artists hand paint the glass with alcohol ink. Discover handcrafted items from a multitude of vendors from wood and art to jewelry, including **Luce di Lucca Jewelry**, and find a custom western hat at **RevRan Hats**. Browse through the **Grapevine Art Project** vendors to discover more one-of-a-kind items.



[THE JUDGEMENT OF PARIS](#)

Savor wines from France, Napa Valley and Grapevine's Sister Cities inside the **International Wine Experience, sponsored by Gaylord Texan Resort**. Choose from several ticketed tasting experiences, including a VIP option. Throughout the weekend, guests will also have opportunities to participate in GrapeFest's version of the Judgment of Paris inside the International Wine Experience. That blind tasting commemorates the historic 1976 Judgment of Paris, when Napa Valley wines famously prevailed over French wines in a landmark tasting, helping put New World wines on the International stage.

[YOU JUDGE THE BEST TEXAS WINES](#)

At the **People's Choice Wine Tasting Classic, sponsored by Audi Grapevine**, you'll get to experience 40 Texas wineries showcasing 100 wines. During the 90-minute tasting session you'll sip, savor and vote for your favorites. There are 10 ticketed sessions to choose from, including three VIP sessions. The winners will be announced Sunday at 5 p.m.

[WINE SEMINARS](#)

Learn from wine experts and expand your knowledge at GrapeFest's wine seminars.

- **Barossa Premium Wine Experience and Master Class, \$15**
- **Around the World in 60 Minutes with Cabernet Sauvignon, \$25**
- **Around the World in 60 Minutes with Sauvignon Blanc, \$25**

[GRAPESTOMP](#)

Bring your most competitive pal and jump into wine barrels to crush the competition in the fan favorite GrapeStomp. Teams of two will stomp 15 pounds of grapes for two minutes. The winners from each day will compete in the Grand Champion StompOff on Sunday afternoon for the coveted Purple Foot Award!

[FOUR STAGES OF LIVE MUSIC](#)

The soundtrack of GrapeFest comes to life as four stages showcase four days of live music celebrating the four decades that have shaped the festival. From crowd-pleasing classics to today's favorites, each stage honors the music, memories and traditions that have made the festival a must-attend celebration for 40 years. Enjoy tribute artists performing favorite hits including **80s Mix Tape** on Friday night and **Heartbreak Petty** Saturday night on the **Grapevine Mills Main Stage**. Live music will also fill the Champagne Terrace, International Wine Experience and Town Square Gazebo.

[FAMILY FUN](#)

Enjoy family-friendly fun at the **Kidzone** and **Carnival & Midway**. On Thursday enjoy free admission to the festival and you can also purchase **\$30 unlimited carnival ride wristbands** from 5 – 10 p.m.

[HARVEST WINE TRAIN](#)

Grapevine Vintage Railroad's seasonal wine train will roll onto the tracks Thursday during GrapeFest. This 21+ wine experience will feature Texas wines and seasonal flavors. Tickets are available now at GVRR.com.



PLAN YOUR GRAPEFEST EXPERIENCE

HOURS

- **Thursday, September 17:** 11 a.m. - 10 p.m. – **Free admission all-day**
- **Friday, September 18:** 11 a.m. - 11 p.m. – **Free until 5 p.m.**
- **Saturday, September 19:** 11 a.m. - 11 p.m.
- **Sunday, September 20:** 11 a.m. - 6 p.m.

ADMISSION

- **Adults** \$12 daily admission
- **Seniors (62+)** \$6 daily admission
- **Children (6 - 12)** \$6 daily admission
- **Children (Under 5)** Complimentary
- **Weekend Pass Pin:** \$25, covers entry all weekend

PARKING

- **Free parking and shuttle service:** Grapevine Convention Center 1209 S. Main Street
- **Free parking and shuttle service:** Gaylord Texan Lot R (Behind Texas Best Smokehouse, 1001 E. Northwest Hwy.)
- Free and paid parking throughout Grapevine's Historic District
- Skip the drive and ride on **Trinity Metro TEXRail** and **DART Silver Line**
- **Rideshare** drop off and pick up locations:
 - Hi-Railer Parking Lot at 410 West Dallas Road

To find more information and [purchase your tickets](#) to GrapeFest and all the experiences in advance visit GrapeFest.com. You can also find [special GrapeFest hotel rates](#) and make a weekend out of it!

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