
food network
NYC WINE&FOOD FESTIVAL
PRESENTED BY
Invesco QQQ
HOSTED BY AND BENEFITING
EventZero
BENEFITING
JAMES BEARD FOUNDATION
EXCLUSIVE PROVIDER OF WINE AND SPIRITS
SOUTHERN GLAZER'S WINE & SPIRITS
PRODUCED BY
a2i


“NYCWFF is one of the best food festivals in the country,
and with over 50 events, there's something for every type of food lover - a celebration of the best culinary talent in New York.
Tasting Table.”


















18 YEARS | **5** DAYS | **50+** EVENTS | **300+** CELEBRITIES, CHEFS, RESTAURANTS & INFLUENCERS | **35,000** ATTENDEES | **18B** CAMPAIGN IMPRESSIONS | **$15MM** RAISED TO DATE FOR OUR CHARITABLE CAUSES

















ABOUT NYCWFF

NEW YORK CITY'S PREMIER WINE & FOOD FESTIVAL

The five-day annual Festival showcases the talents of the world's most renowned chefs, wine and spirits producers, culinary personalities, mixologists, creators and America's most beloved television chefs across 50 events.

NYCWFF is widely recognized for its tasting events showcasing NYC's best restaurants, intimate dinners with the world's most celebrated chefs, hands-on classes, wine tastings and more. Now in its 19th year, NYCWFF takes place in the historic Seaport neighborhood of Lower Manhattan, offering a vibrant waterfront backdrop for the Festival's signature events and beloved experiences. Over the past 18 years, the Festival has generated more than $15 million in net proceeds for its charitable causes.



ABOUT NYCWFF

The Visionaries Behind the Festival



LEE BRIAN SCHRAGER

Festival Founder

Chief Communications Officer at Southern Glazer's Wine & Spirits and the creator of the Food Network South Beach and New York City Wine & Food Festivals, which have raised nearly $50 million for charity. Lee is also a contributor to Ocean Drive magazine, serves on multiple boards including the Pérez Art Museum Miami and Food Bank For New York City and is a judge for *Forbes*' 30 Under 30 and Celebrated Living's Platinum List Awards.



SOUTHERN GLAZERS WINE & SPIRITS

Exclusive Provider of Wine & Spirits

North America's largest wine and spirits distributor and a leading data insights company in the beverage alcohol industry. With operations across the U.S., Canada and the Caribbean, the company is committed to responsible marketing, selling, serving and enjoyment of its products.

a21

Exclusive Production Partner

The premier live experience agency specializing in event operations, production, marketing and brand activations. Founded in 2006, a21 produces and operates some of the country's most recognized food, wine and cultural events and festivals across the U.S.

ABOUT NYCWFF

Building a Better Future Through Food, Hospitality and Sustainability

HOSTED BY AND BENEFITING

EventZero

BENEFITING

JAMES BEARD FOUNDATION

Over the past 18 years, the Festival has raised more than $15 million in net proceeds for our charitable organizations.

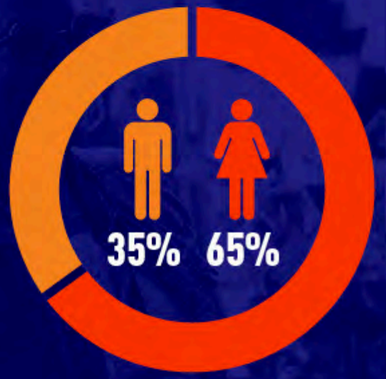
Rethink Food

Thanks to **Rethink Food**, 1,626 lbs of food was recovered at NYCWFF 2025, providing an equivalent of 2,781 meals to communities facing food insecurity in New York City.

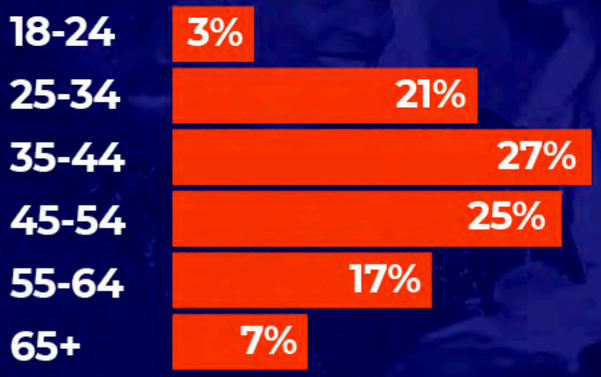
ABOUT NYCWFF

NYCWFF attendees are affluent foodies of all ages with a variety of interests

GENDER

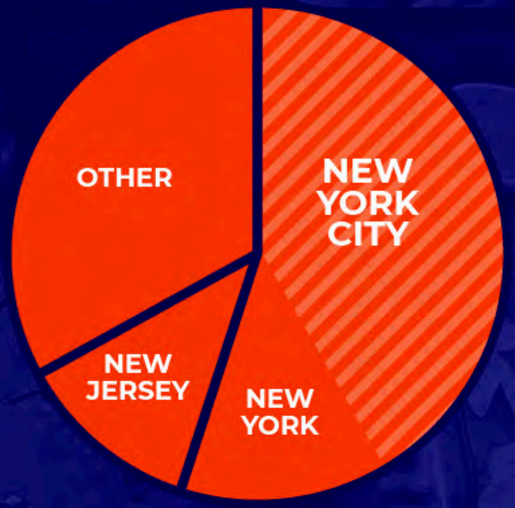


AGE



DEMOGRAPHICS

New York *	55%
New Jersey	16%
Pennsylvania	5%
Connecticut	4%
Other US States	18%
International	2%



*of New York State's residents, 76% live in New York City.

INTERESTS

- Cooking
- Food & Wine
- Accessories & Apparel
- Travel
- Real Estate
- Business
- Gifts & Occasions
- Technology & Electronics
- Sports
- Home & Garden
- Beauty & Wellness
- Theater, Media & Entertainment

66% of our ticket buyers report a household income of

$205K+

89%

are interested in luxury goods

95%

are homeowners


AMBROSE
2025 RECUEIL

2025 REVIEW

NYCWFF Reimagined: Our New Home in the Seaport



Led by Culinary Host Jean-Georges Vongerichten, blending beloved traditions with fresh, immersive experiences.

food network

NYC WINE&FOOD FESTIVAL IN THE SEAPORT

PRESENTED BY Invesco QQQ

OFFICIAL HOSPITALITY PARTNER:

SEAPORT ENTERTAINMENT GROUP


“
Food lovers, rejoice!
The New York City Wine & Food Festival is making its triumphant return this fall and, this time around, the extravaganza will be held somewhere completely new: Manhattan’s historic Seaport neighborhood.
”
Time Out

2025 REVIEW










We Celebrated at 50+ Events

GRAND TASTING ★ WALK-AROUND TASTINGS ★ INTIMATE DINNERS
BRUNCHES & LUNCHES ★ CULINARY DEMONSTRATIONS ★ LATE NIGHT PARTIES
MASTER CLASSES ★ COCKTAIL PARTIES ★ CHEF'S CORNER
FOODIECON® ★ LIVE MUSIC ★ PANEL DISCUSSIONS ★ TRADE EVENTS










2025 REVIEW



EVENT CATEGORY	ATTENDANCE
Walk-Around Tastings	19,000
Grand Tasting & Culinary Demonstrations	10,000
Signature Events	6,000
Trade	4,000
Dining Experiences	2,200
Brunches & Lunches	1,100
FoodieCon®	800
Cocktail Parties	700
Master Classes	175

2025 REVIEW











“America’s famous foodies turn up for the city’s most delicious bash.”

NEW YORK POST






















2025 EVENT
OVERVIEW

2025 EVENT OVERVIEW

GRAND TASTING
By Day + Night

NYCWFF's iconic Grand Tasting took over the Seaport with two unforgettable experiences in one day. Guests indulged in endless bites, world-class wines and spirits and live demos with Food Network stars and celebrity chefs.

100 Restaurants | **200** Wines & Spirits | **15+** Culinary Demos & Book Signings



BY DAY:

The signature Daytime Grand Tasting brought the energy and flavors of NYC's culinary scene together in one unforgettable afternoon. Guests tried TOMA's globally inspired empanadas, founded by **Manolo Vergara**, with **Sofia Vergara** joining the celebration of one of the Festival's standout bites.

BY NIGHT:
After Dark (NEW!)



For the first time, **Grand Tasting: After Dark presented by Montchevre Goat Cheese** brought **Bobby Flay** and **Brooke Williamson** to the spotlight, with chef demos, premium cocktails, live music and a surprise dance moment that lit up the Seaport!

2025 EVENT OVERVIEW

2025 Event Highlights



A Night Inside the Tin Building Jean-Georges Vongerichten and Gregory Gourdet hosted the ultimate opening night in our new Seaport home.

Martha Stewart's Milestone: Martha Stewart celebrated her 101st cookbook with a glamorous Festival kickoff, exclusively offered to Bank of America cardholder.





Breaking Bread: *CNN Original Series* transformed Tony Shalhoub's new show, 'Breaking Bread', into an exclusive dining experience.



Tomorrow's Tastemakers: A culinary showcase with the nation's top chefs and the James Beard Foundation.



Burger Royalty: Rachael Ray returned as long-time host of Blue Moon Burger Bash 2.0, joined for the first time by co-host Brooklyn Beckham, with celebrity judges Ja Rule and Ana Navarro.



Cookbook Spotlight: Oscar-winner Brie Larson's *Party People* debuted, delighting fans with exclusive menus and signings.



Celebrity Flavors: From Brooklyn Beckham's Cloud23 hot sauce to Sofia & Manolo Vergara's TOMA empanadas, guests got a taste of culinary star power.



Creators in Action: FoodieCon® brought 30+ top social culinary creators together for live demos, tastings and fan interactions.



José Andrés' Table for 12: José Andrés served a first-ever, intimate dinner for 12 lucky guests.



Festival Beats: Celebrity DJ Cassidy and live music kept the energy buzzing throughout the Seaport.

2025 EVENT OVERVIEW

Intimate Dining Experiences

A Celebration of Culinary Excellence:

NYCWFF offered over 25 one-of-a-kind dining experiences featuring world-renowned chefs, including the Invesco Dining Series, James Beard House series and the interactive Chef's Corner presented by Vitamix®. The Dining Series brought together over 60 top chefs from New York City and around the globe, who crafted extraordinary multi-course tasting menus at the city's finest restaurants, thoughtfully paired with wines and spirits from Southern Glazer's Wine & Spirits. From the first bite to the last sip, guests experienced an unparalleled celebration of flavor and culinary artistry, alongside opportunities to engage directly with some of the world's most celebrated culinary talent.













2025 EVENT OVERVIEW

Fine Wine & Spirits Takes Center Stage

Premium Southern Glazer's Wine & Spirit portfolios elevated the NYCWFF Dining Series, pairing world-class wines and spirits with unforgettable chef-driven experiences.











ATHENEE IMPORTERS & DISTRIBUTORS · BACARDÍ · CAPE CLASSICS · DEMEINE ESTATES · Dewar's "White Label" · FLORA SPRINGS · GÉRARD BERTRAND · GREY GOOSE VODKA · HINE · KETEL ONE VODKA · LA FÊTE DU ROSÉ · LOUIS XIII · CHAMPAGNE PERRIER JOUËT · RUFFINO DAL 1877 · SINEGAL ESTATE · TERLATO

SOUTHERN GLAZER'S WINE & SPIRITS

2025 EVENT OVERVIEW

FOODIECON® Celebrating Digital Culinary Innovation

FoodieCon® celebrated it's third annual event at NYCWFF, transforming the Seaport into the ultimate destination for food lovers and creators alike. Guests connected with over 30 of the nation’s top digital tastemakers, diving into the latest culinary trends and thought-provoking conversations — all while capturing countless share-worthy moments.

The all-day experience buzzed with energy, featuring interactive panels, live demos, delicious bites, refreshing drinks and endless inspiration around every corner.

30 Content Creators
50M Impressions



“I love FoodieCon® because it's some of the best creators in the space coming live. You get to meet them and hang out.”

Brian Lindo, @BrianCantStopEating



2025 EVENT OVERVIEW

TRADE DAY

An Elevated Industry Experience

Square presents Southern Glazer's Wine & Spirits Trade Day hosted by Wine Spectator, invitation, trade-only experience marked its 18th year as a cornerstone of the Festival, bringing together the industry's most influential leaders. The industry engaged directly with winemakers, producers, master distillers and brand ambassadors while sampling standout wines, spirits, cocktails and chef-driven bites. Designed for discovery, connection and meaningful business conversations, this experience continues to set the standard for high-impact, industry-focused engagement.







Square

PRESENTS

SOUTHERN GLAZER'S WINE & SPIRITS

TRADE DAY

HOSTED BY

Wine Spectator




food
network
BRAND
COLLABORATIONS

SPOTLIGHT ON OUR SPONSORS



















> “Three Grand Tasting sessions, over 4,500 samples of empanadas and pandebonos handed out - thank you NYCWFF for opening your doors and your stomachs to us!”
>
> TOMA







SPOTLIGHT ON OUR SUPPLIERS











> "This is the preeminent food and beverage event in New York City — the granddaddy of them all, in the culinary capital of the world."

BROWN-FORMAN











SPOTLIGHT ON OUR SUPPLIERS









> **NYCWFF is a great opportunity to connect and give back to the community, showcase our elite brands and bring people together.**

BACARDI













Sponsor Spotlight

MULTI-TOUCH POINT PROGRAM



Saputo

“NYCWFF gave us the opportunity to share our specialty cheese brands with an audience of passionate food lovers. From hands-on tastings at the Festival signature events to an intimate dinner alongside one of the world’s best chefs, we were able to connect with guests in a really meaningful way and let them experience our cheeses firsthand. Set against the beautiful Seaport backdrop, it was a great platform for building awareness, starting conversations and engaging directly with consumers.”

TREASURE CAVE ESTD 1936 CHEESE

MONTCHEVRE.







Sponsor Spotlight

MULTI-TOUCH POINT PROGRAM







MIKE'S AMAZING®

“Being based in New Jersey, NYCWFF gave us the perfect opportunity to share our products with our neighbors. We connected with consumers over great food and meaningful conversation, while cooking alongside talented chefs and showing how our products elevate dishes people already love.

Bringing our Airstream made the experience even more special, creating a welcoming space to engage with guests. NYCWFF is more than an event; it’s a chance to build relationships, inspire home cooks and celebrate the community that supports our brand.

Thank you to NYCWFF for the partnership. We can’t wait to see what we accomplish together next year!”

Sponsor Spotlight

BRAND INTRODUCTION

MULTI-TOUCH POINT PROGRAM





Pernod Ricard USA

Creators of Conviviality

JAMESON · KAHLÚA

CHAMPAGNE PERRIER-JOUËT

“NYCWFF is one of the most exciting platforms to connect with the energy, creativity and cultural influence of New York City. Pernod Ricard participates because it allows us to bring our brands to life in ways that are immersive, engaging and memorable. This year, our large-scale Lifted Spirits activation highlighted the depth of our portfolio and also allowed us to debut our latest innovation, Kahlúa Dunkin’ Caramel Swirl. Being part of NYCWFF allowed us to generate buzz, drive trial, and strengthen consumer connections.”



COMMUNICATIONS OVERVIEW

18.2 Billion+ Campaign Impressions



17B
PUBLIC RELATIONS IMPRESSIONS

625M
SOCIAL MEDIA IMPRESSIONS

590M
ADVERTISING IMPRESSIONS
Over 50 media partners across all channels

13M
EMAIL CAMPAIGN IMPRESSIONS
30 emails distributed to 525K members, 25% average open rate

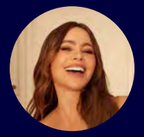
2M
NYCWFF.ORG UNIQUE VISITORS

COMMUNICATIONS OVERVIEW

Engagement Elevated: Social Media Highlights

210K Followers

Foodnetwork Don’t miss your chance to join your favorite @FoodNetwork stars this week at NYC’s ultimate wine and food festival, @NYCWFF — now reimagined in the @TheSeaportNYC. From epic tastings and chef collabs to cocktails and waterfront views, Oct 15-19, all in support of @beardfoundation and @eventzerofoundation.



Sofiavergara Best time at the New York City Wine & Food Festival today!! Gracias to everyone that loved our @eattomaempanadas.



Chefsymon Another amazing year at @nycwff ! Always a blast cooking alongside the incredible team at @onebryantpark and @bankofamerica tower. Huge thanks to the crew and everyone who made it all happen—can’t wait to do it again next year!



JaRule Thanks to the NYC Wine & Food Festival for having me this year as a judge for the burger bash. A time was had!



Chefbrookew Y’all get your @nycwff Grand Tasting After Dark tickets yet?!!! Get em while you still can! @theseaportnyc on October 18th… be there!

Invescous Innovation is on the menu at @NYCWFF. Step into our Recipe for Innovation Kitchen and recreate a Chef Kwame Onwuachi recipe that's inspired by companies within the Invesco QQQ ETF. This experience brings artificial intelligence, augmented reality and cloud computing to the culinary world, proving that innovation is everywhere.



Maneetchauhaun @nycwff 2025 was one for the books. From a Chef’s Corner dinner to a demo, book signing, dinner with @ashleynoelrath to moderating a @foodiecon panel with epic influencers. It was a fun filled few days and I got to catch up with some of my fav’s in the industry. Heading out with my heart and cup full. Till next year!!

US Weekly 5 Celebs we can’t wait to eat with - and you can too - at the NYC Wine & Food Festival.



the_pastaqueen Should we meet up at the Sunday Supper this October 19th? I’m honored to be hosting an Italian extravaganza as part of the most exciting festivals of all @NYCWFF just for YOU!

625MM **Impressions across Instagram, Facebook, X and TikTok**

Patlafrieda Another incredible year at @NYCWFF’s Burger Bash. It’s an honor to stand on that stage, celebrating what we love most, great burgers, passionate chefs and a community that elevates the craft. A huge thank you to all the chefs who brought their creativity to the grill and to our exceptional judges whose expertise made this event so special.

COMMUNICATIONS OVERVIEW

17B IMPRESSIONS

300 PRESS PLACEMENTS

200 PRESS & INFLUENCERS IN ATTENDANCE



AOL
BIZBASH
the DREW barrymore show
edible MANHATTAN
food network magazine
northjersey.com
PIX11
Time Out
The New York Times
TODAY
Us WEEKLY
yahoo!
ELVIS DURAN AND THE MORNING SHOW
ATHLEISURE
CBS
EATER
FINE DINING LOVERS
Forbes
Good Day New York
Page Six
Parade
People
TASTING TABLE

COMMUNICATIONS OVERVIEW

NYCWFF in the News

"Now in its 18th year, NYCWFF runs this Wednesday through Sunday and has an all-star lineup led by Jean-Georges Vongerichten. As the festival's first "culinary curator," he will oversee more than 50 events – from grand tastings to intimate dinners hosted by top chef."

NEW YORK POST

"The culinary star, Rachael Ray stepped out for Blue Moon Burger Bash 2.0 at the New York City Wine & Food Festival on Friday, Oct. 17 alongside co-host Brooklyn Peltz Beckham."

People

"Fans of the New York City Wine & Food Festival can now purchase tickets to the 2025 event and soon head to its newest location in The Seaport. From Oct. 15 through Oct. 19, NYCWFF is anchored at the Invesco QQQ Festival Campus."

Forbes

"We are at the NYC Wine & Food Festival at the most popular event, Blue Moon Burger Bash. We have NYC's top chefs all battling it out for who has the best burger."

the DREW barrymore show

"It's almost time! NYC's ultimate food weekend, NYCWFF returns Oct 15 - 19 - now along the stunning waterfront of The Seaport. Enjoy 50+ events, tastings, parties, all in support of James Beard and Event Zero."

NEW YORK CITY

"Sofía and Manolo Vergara are partnering to host the Grand Tasting at the 18th annual New York City Wine & Food Festival. The festival runs from October 15 to October 19, at the new Invesco QQQ Festival Campus in the historic Seaport in NYC's Lower Manhattan."

US WEEKLY

"Food lovers, rejoice! The Food Network New York City Wine & Food Festival is making its triumphant return this fall, taking place from October 15 to 19, and, this time around, the extravaganza will be held somewhere completely new: Manhattan's historic Seaport neighborhood."

Time Out

"Ja Rule is world-famous as a Grammy-nominated icon, but he's going to take on another role this October judging the Blue Moon Burger Bash at the New York City Wine & Food Festival."

yahoo!

THANK YOU TO OUR SPONSORS

TITLE

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OFFICIAL BEER AND WATER DISTRIBUTOR

Manhattan Beer & Beverage Distributors

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Bank of America

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BMW

OFFICIAL HOSPITALITY PARTNER

Seaport Entertainment Group

OFFICIAL RADIO PARTNER

iHeart Radio

HEADQUARTER HOTEL

The Wall Street Hotel

PREMIER

New York Post

PLATINUM

Bacardí

Fairway — Like No Other Market

Mike's Amazing

Montchevre

Pernod Ricard USA — Creators of Conviviality

Peroni Nastro Azzurro

Princess

South Street Seaport Museum

DIAMOND

Cayman Jack

Coca-Cola

Paris Baguette Bakery Cafe

Square

The Wall Street Journal

GOLD

Allen Brothers — The Great Steakhouse Steaks

Barron's

Blue Moon

Fever-Tree

Fords Gin — London Dry Gin

Heineken

LaCroix

Modelo

Mohegan Sun

New York City

Pat LaFrieda — Meat Purveyors

Suntory Global Spirits

The Wine Group

Tito's Handmade Vodka

Treasure Cave Cheese

Wine Spectator

SILVER

Avaline

AV

bevi.

Campari Group

Chef Works

Barbellegrino Ciao!

Dave's Killer Bread

HelloFresh

I.Halper

ICE — Institute of Culinary Education

Ketel One Vodka — Family Made

Kings Hawaiian

northjersey.com

Beef

PAN

Rummo

Ruffino 1877

Sake No Ono

Shaw-Ross

South Walton Florida

bahamas

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WNYC — wnyc.org 93.9 fm am 820

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Prairie Organic Spirits
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Founded by NYC
Main Line Today
Modern Luxury Manhattan
Moffly Media
New Jersey Business Magazine
NYI New York Interconnect
NYC Ferry
reach tv
Westchester Magazine
yelp
Z100 new york

Showcase Your Brand

We are honored to collaborate with over 200 brands to develop customized partnerships and create experiences NYCWFF guests have come to love and expect, while ensuring each brand's objectives are accomplished.

CUSTOM PARTNERSHIP HIGHLIGHTS:

- Festival-wide and event specific category exclusivity
- Custom-built experiential activations
- Event ownership, integration and meaningful activations
- Brand and product launches
- Integration with NYC chefs and restaurants
- Social media features
- Sweepstakes, special offers and giveaways
- Client entertainment



For more information about sponsorship opportunities, please contact

info@nycwff.org

JOIN US!

OCT. 14-18 2026

food network

NYC WINE&FOOD FESTIVAL

PRESENTED BY Invesco QQQ

@NYCWFF

