



MEET AMERICA'S  
BRIGHTEST CITY



# Winter Fancy\* Faire

Specialty Food Association  
Winter FancyFaire 2026

Sunday, January 11<sup>th</sup> – Tuesday, January 13<sup>th</sup>, 2026  
Anticipated Attendance: 15,000

## Group Description

The Specialty Food Association (SFA) is a U.S. based trade organization that supports and promotes the specialty food industry – products that are high-quality, unique, and often artisan, gourmet, or innovative compared to standard grocery items. Founded in 1952, the SFA's mission is to champion, nurture, and connect specialty food makers, buyers, and distributors. The association provides education, business resources, and networking opportunities for producers of items such as artisanal cheeses, chocolates, sauces, beverages, snacks, and more.

## Attendee Profile

The Specialty Food Association brings together a dynamic gathering of the specialty food world at Winter FancyFaire\*. Attendees include everyone from emerging and established gourmet food makers showcasing new-to-market products, to retail and foodservice buyers, importers, distributors, and brokers scouting fresh flavors and innovative formats. Industry service providers, packaging and marketing specialists, trade press, influencers and trend-spotters also join the mix (the show is strictly for qualified trade professionals). With a strong emphasis on networking, sampling, trendspotting and business-building, the event attracts those who want to connect — brands, buyers, and the broader supply-chain ecosystem — in the first major specialty-food event of the year.

## Off-Site Scheduled Events

**Sunday, January 11<sup>th</sup> | First Night Celebration | Gallagher Square, Petco Park**

**Monday, January 12<sup>th</sup> | Culture in Common Party | The Soap Factory**

**Saturday - Monday | Campus Tasting Trail in Little Italy, Gaslamp and Barrio Logan**

## Shuttle Information

No shuttle provided.

## Contact Information

Dave Matta, National Sales Director, SDTA

Alison Milardovich, Client Services Manager, SDTA

## Guest Room Block

Participating Hotels	Peak Room Night
<b>Total Peak Nights = 3,223</b>	
AC Hotel San Diego Downtown Gaslamp Quarter	60
Andaz San Diego	75
Courtyard San Diego Gaslamp/Convention Center	30
Embassy Suites Hotel San Diego Bay - Downtown	250
Hard Rock Hotel San Diego	203
Hilton San Diego Bayfront Hotel	700
Hilton San Diego Gaslamp Quarter	125
Hotel Indigo - San Diego Gaslamp Quarter	110
Hotel Z – A Staypineapple Hotel	40
Manchester Grand Hyatt San Diego	300
Margaritaville Hotel San Diego Gaslamp Quarter	100
Marriott Marquis San Diego Marina	400
Moxy San Diego Downtown Gaslamp Quarter	50
Omni San Diego Hotel at the Ballpark	305
Palihotel San Diego	50
Pendry San Diego	75
Residence Inn San Diego Downtown/Gaslamp Quarter	50
San Diego Marriott Gaslamp Quarter	150
The Westin San Diego Gaslamp Quarter	150

## Schedule of Events

Date	Sat Jan 10	Sun Jan 11	Mon Jan 12	Tue Jan 13
Attendee Open Meals	All Meals	All Meals	All Meals	All Meals
<b>Convention Center Agenda</b>	<b>All Day</b> Campus Tasting Trail Experience	<b>All Day</b> Campus Tasting Trail Experience	<b>All Day</b> Campus Tasting Trail Experience	
	<b>8:00AM-4:00PM</b> Registration, Badge pick-up	<b>8:00AM-4:00PM</b> Registration, Badge pick-up	<b>8:00AM-4:00PM</b> Registration, Badge pick-up	<b>8:00AM-2:00PM</b> Registration, Badge pick-up
	<b>8:00AM-4:00PM</b> Food Export Buyers	<b>8:00AM-12:00PM</b> Maker Prep Sessions	<b>9:00AM-9:30AM</b> Broker Breakfast <i>*Invitation only</i>	<b>8:00AM-3:00PM</b> Press Office Open
	<b>12:00PM-1:30PM</b> Complimentary <i>*Exhibitor</i> Lunch	<b>9:45AM</b> Show Opening Celebration	<b>10:30AM-4:00PM</b> Panels, Programming and live sessions	<b>10:00AM-3:00PM</b> Exhibit Hall Open
	<b>1:00PM-4:00PM</b> Maker Prep Sessions	<b>10:00AM-4:00PM</b> Good Food Mercantile	<b>11:00AM-4:00PM</b> Discovery Kitchen Live Sessions	<b>10:30AM-12:30PM</b> Pathfinder Stage Programming
	<b>5:00PM-7:00PM</b> Buyer Welcome Reception	<b>11:00AM-4:00PM</b> Discovery Kitchen	<b>4:00PM-6:00PM</b> sofi Awards Ceremony	<b>11:00AM-3:00PM</b> Discovery Kitchen Live Sessions
		<b>4:00PM-6:00PM</b> First Night Celebration		

*\*Schedule is subject to change*