



YOUR WEEKEND GUIDE TO THE



Del Mar Wine & Food Festival

An oceanside weekend of wine, food & good company, hosted by Athlete Travel

OCTOBER 2 - 4, 2026

DEL MAR · CALIFORNIA



Benefiting Feeding San Diego



WEEKEND AT A GLANCE



Three days, one very good weekend

FRIDAY • OCT 2

Athlete Travel Kickoff Social

WHEN 5:00 - 7:00 PM

WHERE Hotel Indigo Del Mar

DRESS Casual

GETTING THERE You're already there

SATURDAY • OCT 3

Grand Tasting Day One

WHEN 11:30 AM - 4:00 PM (VIP entry)

WHERE Surf Sports Park

DRESS Casual chic

GETTING THERE Athlete Travel
transport from the hotel

SUNDAY • OCT 4

Grand Tasting Day Two (optional)

WHEN 11:30 AM - 4:00 PM (VIP entry)

WHERE Surf Sports Park

DRESS Casual chic, round two

GETTING THERE Uber / Lyft

FRIDAY, OCTOBER 2



DEL MAR
WINE & FOOD
FESTIVAL

The Athlete Travel Kickoff Social

Kick off festival weekend with an evening of fun, friends, and festivities. Enjoy complimentary drinks, delicious hors d'oeuvres, and a welcome gift from Athlete Travel. Bring your +1, everyone's invited as we toast to the weekend ahead.

Pro tip: pace yourself. The real adventure starts tomorrow.

THE DETAILS

WHEN 5:00 - 7:00 PM

WHERE Hotel Indigo Del Mar
710 Camino Del Mar
Del Mar, CA 92014

DRESS CODE Casual

WHO You and your +1

Staying at the Indigo? Just head downstairs.

SATURDAY, OCTOBER 3



Grand Tasting: Day One

Get ready for the ultimate foodie playground. Savor unlimited sips and bites from 70+ top restaurants and over 200 wines, catch celebrity chefs in action, and wander the themed corners (Taco Alley, The Beach, Plant Paradise) while live music keeps the energy high. As Athlete Travel VIPs you're in at 11:30, a full 90 minutes before general admission.

NEW THIS YEAR • ATHLETE TRAVEL TRANSPORT, ON US

One trip out: Hotel Indigo 11:15 AM • One trip back: the festival 4:15 PM

Please be at the hotel entrance by 11:05. For the return, meet at the flag in front of the festival entrance by 4:05. It's one run each way, so the bus leaves on time.

THE DETAILS

WHEN 11:30 AM - 4:00 PM
(VIP early entry)

WHERE Surf Sports Park
14989 Via de la Valle
Del Mar, CA 92014

DRESS CODE Casual chic, sunglasses and SoCal vibes encouraged

TICKETS Already emailed to you by SquadUp. Download the SquadUp app and sign in with that email address and they'll be ready to scan at the door, or just show the PDF on your phone

SUNDAY, OCTOBER 4 • OPTIONAL



DEL MAR
WINE & FOOD
FESTIVAL

Grand Tasting: Day Two

Didn't get enough on Saturday? Come back for round two. Different chef line-ups, the pours you missed, and a slower pace to close out the weekend in style with your festival crew. If you're flying home Sunday, no pressure. Saturday is the can't-miss day.

GETTING THERE ON SUNDAY

Our transport runs Saturday only. On Sunday, take an Uber or Lyft and set your drop-off to Surf Sports Park, East Entrance, 14989 Via de la Valle. It's about a 10-minute ride from the Indigo.

THE DETAILS

WHEN 11:30 AM - 4:00 PM
(VIP early entry)

WHERE Surf Sports Park
14989 Via de la Valle
Del Mar, CA 92014

DRESS CODE Casual chic, round two of
sunnies & style



GETTING AROUND

**DEL MAR
WINE & FOOD
FESTIVAL**

Hotel to festival and back

SATURDAY · ATHLETE TRAVEL TRANSPORT

- 11:05 AM** **Meet at the Hotel Indigo entrance**
Give yourself 5-10 minutes. The bus won't wait.
- 11:15 AM** **Bus departs for Surf Sports Park**
About 10 minutes door to door. We'll drop you at the flag in front of the festival entrance.
- 4:05 PM** **Gather at the festival pickup point**
Same spot as the drop-off: the flag in front of the festival entrance.
- 4:15 PM** **Bus departs for Hotel Indigo**
Back around 4:30, time to regroup before dinner.

Our treat, one trip out and one trip back. Just be on time.

UBER / LYFT

We highly recommend our free transport on Saturday. If you'd rather take an Uber or Lyft, set your drop-off to Surf Sports Park, East Entrance, 14989 Via de la Valle.

DRIVING

Rented a car? Let us know in advance and we'll add your name to the VIP parking list. Reply to this email or text Tim by Wednesday, September 30.



IF YOU NEED ANYTHING

DEL MAR
WINE & FOOD
FESTIVAL

Your Athlete Travel hosts

TN

Tim Newton

TRANSPORT

848-241-2900

tim@athletetravel.com
Staying at the Hotel Indigo

HE

Henry Evans

WEEKEND LEAD

858-722-3200

henry@pioneersports.com

CW

Carmela White

HOTEL & GUEST SERVICES

828-260-2818

cwhite@athletetravel.com

CC

Charlene Concepcion

GUEST SUPPORT

858-231-4111

cconcepcion@athletetravel.com

Text is best on the day. We'll be outdoors and it can get loud.



MAKE A WEEKEND OF IT



Athlete Travel team favorites

1

Torrey Pines & the coast trails

Torrey Pines State Reserve, Annie's Canyon slot canyon, the Coastal Rail Trail in Cardiff and the La Jolla Coastal Walk, all within 20 minutes.

3

Coronado Island

Beach day at the Hotel del Coronado, then rent bikes and ride the island's shops, restaurants and waterfront.

5

USS Midway Museum

Walk the deck of a legendary aircraft carrier on the downtown waterfront, harbor views included.

7

Our beaches

Stonesteps (Encinitas), Seascape (Del Mar), WindanSea (La Jolla) and North Ponto (Carlsbad).

2

La Jolla

"The Jewel" of San Diego: ocean cliffs, seals at the Cove, tide pools, kayaking and surf lessons. Go at sunset.

4

Balboa Park & the Zoo

World-famous zoo next to a park full of gardens, museums and Spanish-Colonial architecture.

6

Fletcher Cove & Cedros Ave

Solana Beach's local beach, with the Cedros design district and Naked Café steps away.

8

Downtown wander

Little Italy, Seaport Village and Old Town for food and a stroll. Padres fans: it's postseason time. If San Diego draws a home game that weekend, Petco Park is worth the trip.



WHERE WE EAT

DEL MAR
WINE & FOOD
FESTIVAL

Team food favorites, north county and beyond

BREAKFAST & BRUNCH

Claire's on Cedros · Solana Beach

The best buttermilk pancake you'll ever eat. No syrup required. (Stevi)

Wildland · Carlsbad

Beautiful room, everything baked in-house. (Charlene)

The French Oven · Scripps Ranch

Fifth-generation French baker. Leave the diet at home. (Henry)

DINNER

Rare Society · Solana Beach

Very bougie, absolute favorite steakhouse, and the filthiest martini. (Everyone)

Bangkok Bay · Solana Beach

Best Thai in the city. Runner-up: The Original Sab-E-Lee. (Stevi & Henry)

Birdseye Kitchen · Encinitas

Thai/Asian fusion. There'll be a wait. Worth it. (Charlene)

Kai Ola Sushi · Solana Beach

Fresh, fantastic sushi; Culture Brewing across the street. (Stevi)

CASUAL & VIEWS

The Taco Stand / Tacos El Panson ·

Various

Never-miss tacos. But it's San Diego, good Mexican is everywhere.

Buonasera Pizzeria · Del Mar

Pizza and a glass of wine with a view of Torrey Pines. (Stevi)

Ocean Beach Brewery · Ocean Beach

Rooftop, ocean views, quirky beach town. (Carmela)

Best sunset views · Del Mar & Cardiff

Monarch, Brigantine, Pacific Coast Grill, Vaga. (Kendall)

Grand Tasting map



FIND US

ENTRANCE East Entrance, off Via de la Valle

TRANSPORT Drop-off & 4:15 pickup at the flag in front of the entrance

VIP LOUNGE Premium pours & shade, our meeting point if we lose you