

Join Us for the 3rd Annual Whole Vine Festival – Celebrating the Valley’s ‘Grape-ness!’

Fresno, CA — September 22, 2025

The Whole Vine Festival returns to Fresno State for its third year, bringing the community together to celebrate the San Joaquin Valley’s agricultural heritage, local talent, and of course, the grape.

The San Joaquin Valley is the only region in the United States that grows **table grapes, raisin grapes, and wine grapes all in one place**. This festival is a tribute to that unique distinction and to the hardworking farming families whose resiliency, humility, and perseverance shape our region.

Festival Highlights:

- **Free Admission & Parking** – Family-friendly and accessible to all.
- **Grape & Raisin Tastings** – Sample the Valley’s bounty, grown in our own backyard.
- **Local Wine & Beer Garden** – Relax with exceptional regional wines, craft beer, and live entertainment.
- **Live Music** – Featuring Country artist **John Pemberton & Band** – bring your boots, blankets, and lawn chairs.
- **Kids Zone** – A free, interactive space with ag-based and creative activities that connect kids to our Valley’s roots.
- **Art, Shopping & Culture** – Explore artisan vendors, local businesses, and captivating exhibits celebrating the Valley’s diversity and heritage.

“Our Valley is rich with people who serve well, work hard, and push for a better life for their families,” said organizers of the Whole Vine Festival. “This event is our way of honoring that legacy and celebrating the beauty and resilience of the community.”

With support from generous sponsors including **California Farm Bureau, American Vineyard Magazine, Fresno State, Farm Credit, California Table Grape Commission, Raisin Administrative Committee, and Fresno BMW**, the festival continues to grow as a premier regional event.

When & Where:

Saturday, November 1, 2025 | 10:00 AM – 5:00 PM

Fresno State Campus (Barstow & Woodrow, parking off Woodrow)

More Info: <https://thewholevine.com>

About The Whole Vine Festival:

The Whole Vine Festival is a premier annual event in the San Joaquin Valley celebrating the heritage of table grapes, raisins, and wine. The festival showcases the Valley’s exceptional flavors, artistry, and community spirit, featuring tastings, live music, cultural exhibits, artisan vendors, and family-friendly activities. It’s an unforgettable experience that connects food lovers, wine enthusiasts, and families to the agricultural legacy that makes the Valley unique.

Media Contact:

Vickie Goudreau

The Whole Vine Festival

Phone: (559) 515-1767

Email: vickiegoudreau@gmail.com