



FOR IMMEDIATE RELEASE

**Kalahari Resorts & Conventions' Kalahari Food & (Not Just) Wine Festival
Returns to Round Rock, Texas Oct. 4**

*"Stars, Stripes, and Spurs" Festival Brings More Than 75 Food and Beverage Vendors, Craft Artisans,
Signature Dining, Live Music and Texas-Sized Entertainment*

ROUND ROCK, TEXAS (Sept. 2, 2026) – [Kalahari Resorts & Conventions](#) will welcome food and beverage enthusiasts to its 5th Annual Kalahari Food & (Not Just) Wine Festival Sunday, Oct. 4, 2026. From noon to 4 p.m., guests can explore more than 75 food, beverage, shopping and entertainment experiences, including chef demonstrations, tastings, craft artisans, live entertainment and unique offerings inspired by this year's "Stars, Stripes, and Spurs" theme.

Guests can expect a lively, all-inclusive afternoon of sampling, sipping and exploring both vendors and Kalahari's signature dining and beverage offerings. The festival will feature a wide range of cuisine from Texas-sized chicken fried steak and other classic southern favorites, to sweet treat snack bars, elevated Italian dishes and more. All dishes are presented by Kalahari's own signature on-site restaurants, with unlimited sampling throughout the day.

All ticket holders will receive a complimentary souvenir wine glass and are encouraged to embrace the event's Americana-meets-Western atmosphere in their best Western flair. Tickets are available now for both General and VIP admission, and the event is already pacing toward a swift sell-out.

The festival features:

- **75+ Food and Beverage Vendors:** A curated selection of local and national breweries, wineries and distilleries, alongside diverse shopping offerings throughout the resort
- **Signature Kalahari Cuisine:** Bites and sips from the resort's dining portfolio, including Double Cut Steakhouse, Cinco Niños, Sortino's Italian Kitchen, B-LUX Grill & Bar and more.
- **Live Music and Entertainment:** Performances spanning rock, country, tribute and acoustic music, including but not limited to North of Luck, Gritty Sunset, Aaron McDonnell, Chris Beall, and The Band in Black – Johnny Cash Tribute.
- **Interactive Experiences:** Armadillo racing, strolling entertainers including but not limited to the Mirror Cowboy, Uncle Sam and a trick roper, animal encounters with longhorns and beer burros, line dancing lessons, and an inflatable mechanical bull.
- **Demonstrations and More:** Food and beverage demonstrations, live auctions, raffles and photo-worthy moments throughout the event.

"We're excited to welcome guests back to Round Rock for a bigger-than-ever Kalahari Food & (Not Just) Wine Festival," said Jeff Yedlin, Kalahari Resorts Round Rock General Manager. "From incredible culinary offerings and local and national beverage partners to live music, interactive entertainment and plenty of Texas-sized fun, this year's 'Stars, Stripes, and Spurs' celebration is designed to give every guest a memorable way to sip, savor and celebrate."

For guests looking to elevate their experience, the VIP package includes a chef-curated brunch buffet and exclusive entertainment, early event access, a welcome gift, and priority seating at cooking demonstrations with Kalahari chefs.

Tickets can be purchased at kalahariresorts.com/festival. Tickets are limited and will be sold on a first-come, first-serve basis while supplies last. Additionally, attendees looking to extend their experience can purchase the "Sip & Stay" Festival Package, offering discounted rates on an overnight stay plus VIP tickets to enjoy the event. More details on this package can be found at kalahariresorts.com/texas-round-rock/special-offers/food-wine-offer.

ABOUT KALAHARI RESORTS & CONVENTIONS

Kalahari Resorts & Conventions, founded by Todd and Shari Nelson, is home to America's Largest Indoor Waterparks, and offers an unmatched mix of all-under-one-roof experiences for families, vacationers, and meeting attendees. With locations in Wisconsin Dells, WI; Sandusky, OH; Pocono Mountains, PA; Round Rock, TX; and a new resort opening in November 2026 in Spotsylvania, VA, each property draws inspiration from the rich culture and vibrant landscapes of Africa. Recognized by USA TODAY's 10BEST for Best Indoor Water Park and Best VR Water Slide, Kalahari continues to set the standard for family entertainment and hospitality.

Across its growing collection of resorts, guests can expect well-appointed accommodations, signature dining, unique retail, expansive indoor and outdoor waterparks, immersive adventure parks, and state-of-the-art convention centers. In 2026, Kalahari introduced its Treehouse Adventures, luxury treehouses located on the shores of Lake Delton in Wisconsin Dells. Select locations also feature full-service spas and wellness destinations, creating the ultimate all-in-one getaway. For the latest news and media resources, visit kalaharimedia.com.

MEDIA CONTACT

Alison Dinger
VP, Integrated Communications
Morning Walk USA
prteam@morningwalkusa.com