

Balloon Fiesta Announces 2024 Food and Merchandise Concessions

New flavors and local favorites will include bubble tea and tacos!

FOR IMMEDIATE RELEASE

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Albuquerque, NM - The 52nd Albuquerque International Balloon Fiesta, powered by ExxonMobil, taking place from October 5-13, 2024, is not only a visual feast of hot air balloons but also a culinary celebration steeped in local traditions. With over a third of a mile of food and merchandise concessions available along Main Street at Balloon Fiesta Park, this year's event promises a diverse culinary experience, featuring both longtime favorites and exciting new additions.

Attendees can indulge in warm, freshly baked chocolate chip cookies from the Chocolate Chip Cookie Company. For a refreshing twist, Crazy Pineapple will serve its famous Dole Soft Serve, including the iconic pineapple flavor in cups, floats, sundaes, and smoothies. Guests can also savor delicious pizza by the slice or whole pies from Lucky's Pizzeria, and enjoy specialty macaroni and cheese bowls from Macology.

New York Deli Southside will present a unique fusion of New York and New Mexican foods, featuring the visually stunning NY rainbow bagel to complement the colorful visuals of the Balloon Fiesta. Additionally, visitors can indulge in house-made mashed potato tots from Totbox, with various delicious toppings.

For the first time at Balloon Fiesta, attendees can enjoy the popular Taiwanese drink, bubble tea. Bing Tea will be serving up a variety of fruit teas, milk teas, and fresh-squeezed lemonades. For those craving international cuisine, Armando's Tacos joins the lineup this year, along with Curry Leaf who will be serving up aromatic Indian dishes, adding to the event's diverse culinary offerings.

Guests can look forward to returning favorites such as Blake's Lotaburger, Krispy Kreme Doughnuts, and Perico's. Various coffee vendors include Dunkin'.

Of course, the popular past-time of breakfast burritos will be available from many food concessions this year. Balloon Fiesta skyrocketed the "grab and go" version of breakfast burritos to become a favorite culinary pastime of the event.

2024 Food Vendors:

Armando Tacos
Baskin Robbins/Poppy's Coffee
Bing Tea

Blake's Lotaburger LLC
Chile Traditions
Chocolate Chip Cookie Company
Crazy Pineapple
Cruising Cones Soft Serve Ice Cream and Hot Cocoa
Curry Leaf
Dunkin'
Fry Factory
Fryin Brian's
G & G Concessions, Inc.
General Store by Balloon Hat Man
Gourmet Food Trucks LLC dba Gourmet Doner Kebab
Hatch Shack
Indonesian Satay
JJ's Concessions
JPZ Concessions
Krispy Kreme Doughnuts
La Luz Coffee/Just Squeezed
Luckys Pizzeria
Macology
New York Deli Southside
NM Pinon Coffee
Perico's
Platero Fry Bread & Navajo Tacos
Quesada's New Mexican Food & Exotic Funnel Cakes
REX'S
Seafood Cajun Concessions LLC
Sun Mountain Concessions
The Sweet Spot
Tom Thumb Donuts
Tot Box

This year's Balloon Fiesta features a lineup of various merchandise concessions, offering visitors a chance to take home unique souvenirs and artisanal products.

Balloon enthusiasts can find festive, themed merchandise at Balloon Hat Man and Balloon Souvenirs, along with notable jewelry vendors like All Tribe Silver, Kendra Scott and Pandora. Art lovers will appreciate the Chuck Jones Gallery, Arizona Tube Art and Reflections in Metal, while those seeking international handcrafted goods can explore Guatemaya Imports and Peruvian Inkas Art.

Southwest craftsmanship is represented by the New Mexico Quilters Association, offering handmade quilts and textiles. Attendees can explore the Artisans of Fiesta tent at the North end of Main Street, where local artists showcase their crafts.

Official Balloon Fiesta merchandise, including items such as t-shirts, hats, mugs, and pins will be available for guests at the two bookend tents on Main Street. Official merchandise is also available online at www.balloonfiestastuff.com.

2024 Merchandise Concessions:

All Tribe Silver
Alpaca World
Arizona Tube Art
Balloon Hat Man
Balloon Souvenirs
Be'loon Decor
Best Selection Jewelry and Gifts
Chuck Jones Gallery
Cool Air Chair
Cutco
DAJO Adventure Gear, LLC
Discover Balloons
Durango Rug Company
Eddie Valentin LLC
Guatemaya Imports
Inka Gold Art LLC
Kendra Scott
Maritza's Colors
Mayan Art
Montgolfier Gifts
Naomi Events, LLC
Nature Hill NV
New Mexico Quilters Association
Pandora
Peruvian Inkas Art
Plano Pin Company, Inc.
Reflections In Metal
ShannieGirl
Southwest Sky
Teams Hot Sports
Toadland Inc.
U.S. Jaclean, Inc.
Vista Mobility
VTG

For more information about the Albuquerque International Balloon Fiesta, visit <https://balloonfiesta.com/>.

About the Albuquerque International Balloon Fiesta

The Albuquerque International Balloon Fiesta powered by ExxonMobil is a festival of hot air balloons that takes place in October in Albuquerque, New Mexico, USA. It is the largest gathering of balloons and balloonists in the world. For details on events, schedule, entertainment and photographs visit our website www.balloonfiesta.com and follow us on X/Twitter @BalloonFiesta and Facebook.

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