



**ExxonMobil Albuquerque International Balloon Fiesta® welcomes New Mexico Piñon Coffee as official coffee sponsor**

*Fueling Balloon Fiesta mornings one coffee at a time*

FOR IMMEDIATE RELEASE

Media Contact: Tom Garrity, [tom@garritypr.com](mailto:tom@garritypr.com), 505.898.8689

ALBUQUERQUE, N.M. — The ExxonMobil Albuquerque International Balloon Fiesta, set to launch Oct. 4-12, 2025, is soaring to new heights with a new local partner. New Mexico Piñon Coffee is the official coffee sponsor for this year's event, welcoming thousands of visitors to Albuquerque's painted skies.

New Mexico Piñon Coffee, a staple in New Mexico since 1994, will warm guests with a variety of locally inspired flavors. Today, it is one of the largest roasters in New Mexico, capturing the essence of the Land of Enchantment with every product it releases. From its logo design and packaging to its flavor profiles and community partnerships, New Mexico culture is the heart of New Mexico Piñon Coffee.

“Our customers love our coffee because it’s more than a drink — it’s a feeling,” said Madison Rumbaugh, director of business development at New Mexico Piñon Coffee. “Every sip evokes the spirit of New Mexico, whether it’s the warmth of family gatherings, the comfort of home, or the joy of a cherished trip to the Land of Enchantment. For many, it’s a way to bring a piece of New Mexico into their morning ritual, no matter where they are.”

During the nine-day event, New Mexico Piñon Coffee will be served throughout Balloon Fiesta Park, helping guests warm up and soak in Balloon Fiesta magic, from sunrise mass ascensions to balloon glows.

New Mexico Piñon Coffee served as the Balloon Fiesta’s official coffee sponsor from 2015-2018. Rumbaugh said it was the perfect time to return because it has a fresh new look with an updated logo. New Mexico Piñon Coffee has reimaged its booth spaces and is bringing select items from its coffee houses straight to the park.

“Our brand is built on five core values and our promise of *Enriching Lives Through Love of Coffee*,” Rumbaugh said. “The Balloon Fiesta is a perfect expression of this mission — an opportunity to share our coffee with volunteers, pilots, sponsors, and public safety teams who make this 10-day celebration possible, as well as with the visitors who come from all over the world to experience it.”

This partnership highlights the commitment of both organizations to celebrate New Mexican hospitality, flavor and culture.

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**About the Albuquerque International Balloon Fiesta, Inc.**

The ExxonMobil Albuquerque International Balloon Fiesta is an annual festival of hot air balloons that takes place every 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 [balloonfiesta.com](http://balloonfiesta.com) and follow us on Twitter/X and Facebook @BalloonFiesta.