



54th ExxonMobil Albuquerque International Balloon Fiesta® Unveils Packed Main Street Culinary and Artisan Lineup

World-famous grab-and-go breakfast burrito and live artisans set to elevate the ground-level experience this October.

Media contact: Makayla Roberts, media@balloonfiesta.com, 505-898-8689

ALBUQUERQUE, N.M. — The 54th ExxonMobil Albuquerque International Balloon Fiesta® is set to launch October 3–11, and this year's event promises ground-level activations to match the aerial view. Beyond taking in breathtaking mass ascensions and evening balloon glows, guests can explore a diverse array of tastes and crafts from more than 100 curated food, merchandise, and artisan vendors gathered from across the country.

Highlights along Main Street's 1/3-mile include many local artisans – guests can pick up one-of-a-kind art from Native American Traders, savor authentic New Mexican flavors like chile relleno burritos from Chile Traditions, or witness live, high-energy wood carving demonstrations by Bear Hollow Wood Carvers.

“Main Street is the heartbeat of experience on the ground at Balloon Fiesta,” said Julie Morgas Baca, Albuquerque International Balloon Fiesta Executive Director. “While the balloons paint the sky, our vendors create an unforgettable festival atmosphere full of local culture, world-class craftsmanship, and classic New Mexico flavors.”

This year, several vendors are making their debut at Balloon Fiesta, including Crepe Crazy, Olympia Café, Pit Happens, Potato Hut, Mini Donut Co., Capy Caricatures, HushHush Farm, Memoreez, Nature's Lounger, and Mike's Jerky.

Returning crowd favorites include staples like Blake's Lotaburger, Perico's, and Tom Thumb Mini Donuts. Balloon Fiesta famously introduced the "grab-and-go" breakfast burrito, ultimately creating a beloved regional culinary tradition, which will be featured at food concessions throughout the park. New Mexico Piñon Coffee returns as the Official Coffee Sponsor, serving hot brews to keep guests warm and caffeinated from early morning sunrise ascensions through nighttime balloon glows.

For more information on schedule details, vendor locations, and ticket information, visit balloonfiesta.com.

Full list of Balloon Fiesta's 2026 food and merchandise vendors and artisans:

2026 Food Vendors:

Baskin Robbins/Poppy's Coffee
Bing Tea
Blake's Lotaburger
Cheese Curds and Hand Dipped Corn Dogs
Chile Traditions
Chocolate Chip Cookie Company
Crazy Pineapple
Crepe Crazy
Cruising Cones
Curry Leaf
Dunkin Donuts (three locations)
Flavor Of Tabasco
Fry Factory

Fryin Brian's
G & G Concessions
Gourmet Doner Kebab
Hatch Shack
Indonesian Satay
JPZ Concessions
Just Squeezed (three locations)
Krispy Kreme Doughnuts
Luckys Pizzeria
New Mexico Piñon Coffee (three locations)
New York Deli Southside
Olympia Cafe
Perico's
Pit Happens
Potato Hut
Platero Fry Bread
Quesada's
Red Roadrunner LLC
Rex's Hamburgers
Seafood Cajun Concessions LLC
Sugar Shack
The Sweet Spot
Tom Thumb Mini Donuts (two locations)

2026 Merchandise Concessions:

All Tribe Silver
America250
Arizona Tube Art
Balloon Hat Man (two locations)
Balloon Souvenirs
Best Selection Southwestern Jewelry and Gifts
Betterliving
Capy Caricatures
Corksmith - Pop, Pour, Preserve
Cutco
Daiwa by U.S. Jaclea, Inc.
DAJO Adventure Gear, LLC
Discover Balloons
Eddie Valentin LLC
Guatemala Imports
HushHush Farm
Inka Gold Art LLC
Kendra Scott
Maritza's Colors
Mayan Art
Memoreez
Montgolfier Gifts
Nature's Lounger
New Mexico Quilters Association
Pandora
Peruvian Inkas Art
Plano Pin Company, Inc.
Scooter/Wheelchair Rentals

ShannieGirl
Southwest Sky (two locations)
Teams Hot Sports
The Mas Boutique/Leashes by Liz
Toadland Pewter Casting Co.

2026 Artisans:

Akala's Jewelry
Astra Statera Art
Blended with Nature
BondFire Permanent Jewelry
Celtic Moon Studios, LLC
Colorburst Studios
Hope Springs Gourmet Foods & Artistry
House of Hatters
Inkchievous
James Rogers Silversmiths
Jennifer Patterson Designs
Judy Brandon Jewelry
K and C Naturals LLC
Luis Javier Quinche
Michelle's Art Design
Mike's Jerky
Native American Traders
One Offs Plus
Remnants by Studio G7
Ridge Line Rings
Smokin Joe's Custom Art
Studio G7
Sundreams by Kate
Tazzylfe
The Doodle Shop
The Head's Creation
True Honey Teas
Victoria's Southwest Designs
Zion Blankets

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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, and entertainment, visit our website, [BalloonFiesta.com](https://www.balloonfiesta.com) and follow us on [Facebook](#), Instagram, [Twitter/X](#), or [TikTok](#).