



FOR IMMEDIATE RELEASE

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UnWINEd This Fall When You Visit Gainesville, Texas

GAINESVILLE, TX — When autumn settles over North Texas and the air turns crisp enough for flannels and scarves, Gainesville becomes the picture-perfect place to slow down and savor the season. This fall, our community invites you to gather with friends, raise a glass, and fully UnWINEd at the Gainesville Wine & Country Festival on Saturday, November 22, 2025, in “The Heart of North Texas Wine Country.” Tickets: WineAndCountryFest.EventBrite.com.

Picture a golden autumn day, with live music drifting through the square, warm lights glowing from local shops, and that first sip of a Texas red wine that perfectly suits a cozy November afternoon. That’s the vibe.

The Gainesville Wine & Country Festival embraces everything people love about fall: cozy moments, local flavors, and the chance to connect with the people and places that make this region special.

Known as the Heart of North Texas Wine Country, Gainesville provides easy access to one of the fastest-growing wine regions in the state. The festival is presented in partnership with the North Texas Winery Association, featuring tastings from wineries across the region. More than 40 vineyards make up this vibrant wine community, 16 of which will be pouring their favorites for you to enjoy. From bold reds to refreshing whites, every tasting showcases the unique terroir of North Texas.

Between sips, stroll through Historic Downtown Gainesville to visit trade vendors and local shops while you sample local eats. Countless options for boutiques and restaurants offer unique finds you won’t get anywhere else. Cozy sweaters, handmade goods, home décor, antiques, gourmet treats, all wrapped in the small-town charm that makes Gainesville feel like a home away from home.



Put all of that together with some country sounds and you've got the perfect Wine & Country vibes. Throughout the afternoon, we will hear from musicians Cayla McPeek, Andrea Venezia, Neely Rose, and Mady Klement.

With so much to enjoy, visitors are encouraged to turn the festival into a full fall weekend getaway. Gainesville offers several unique, cozy lodging options that pair beautifully with a wine weekend. And once you settle in, there's even more to explore, like:

- Visit the Frank Buck Zoo! Known as the "Best Little Zoo in Texas," it's perfect for families or anyone looking to get out and maybe help a giraffe or some capybaras have some snacks in this beloved Gainesville treasure.
- Tee off for a round at the Gainesville Golf Course, where you can embrace the mild fall weather and scenic course.
- Enjoy a show at the Butterfield Stage for a night of local theater and entertainment. They will be showing James and the Giant Peach, Jr. on November 21, 22, and 23.
- Don't forget to plan your meals: downtown Gainesville offers many options for breakfast, brunch, lunch, and dinner, all rounded out with warm Texas hospitality.

So mark your calendars for Saturday, November 22, 2025 from 12-6pm and head to Gainesville, Texas for an afternoon of wine and shopping, and stay overnight for the fall magic and local charm. Whether you're a wine-lover, a boutique-shopper, or just someone seeking a cozy autumn outing, this festival is for you.

Bring friends to sip local, shop local, savor local, and make memories in the heart of North Texas wine country.

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ABOUT GAINESVILLE, TEXAS

Visit Gainesville, Texas is the official destination brand for the City of Gainesville, dedicated to showcasing the community's welcoming spirit, vibrant downtown, rich history, and unique attractions. As the Heart of North Texas Wine Country, Gainesville offers visitors a relaxed, charming escape filled with boutique shopping, local dining, cultural experiences, and outdoor adventures. It's a blend of small-town hospitality and memorable experiences, inviting travelers to slow down, explore, and feel at home. For more information about Visit Gainesville, Texas or to plan your visit to the Heart of North Texas Wine Country, please visit facebook.com/VisitGainesvilleTexas or linktr.ee/visitgainesvilletexas.



ABOUT THE NORTH TEXAS WINE ASSOCIATION

The North Texas Wine Association is the trade and promotional organization representing the vibrant wine-making region of North Texas. It supports and unites more than 40 wineries and vineyards across gently rolling hills and river valleys north of the DFW metroplex. Through its marketing, events, and industry partnerships, the Association promotes wine tourism, local grape growing, and the region's emergence as a premier destination for tasting Texas wines. For more information and to plan a visit, please see NorthTexasWine.com.