



Partner with the Fremantle Truffle Festival 2026

From 10–12 July 2026, the Fremantle Truffle Festival is united as the only West Australian Truffle festival in 2026 returning bigger, bolder, and more immersive than ever—offering businesses a unique opportunity to align with one of Western Australia’s most celebrated food and lifestyle events.

Presented by Great Southern Truffles in partnership with the City of Fremantle, the Fremantle Chamber of Commerce and the Fremantle Markets, the festival has grown steadily since launching in 2015, attracting thousands of visitors, food enthusiasts, media, tourists, and industry leaders from across the state and beyond.

This is more than a festival—it’s a premium platform for brands to connect directly with engaged audiences through food, culture, tourism, and unforgettable experiences.

Why Get Involved?

The Fremantle Truffle Festival brings together:

- Premium food and beverage brands
- Hospitality and tourism operators
- Chefs, food producers, growers, and artisans
- Lifestyle, luxury, and consumer brands
- Families, food lovers, and experience seekers

With an expanded 2026 program featuring live cooking, signature dining experiences, wine pairings, truffle tastings, truffle dog hunts, interactive family activities, and a vibrant festival marquee, the event offers multiple touchpoints for meaningful brand engagement.

A High-Value Audience

Festival attendees are:

- Passionate about premium food and wine
- Experience-driven and socially engaged
- Supportive of local businesses and producers
- Actively seeking new brands, products, and experiences

Businesses will:

- Increase brand visibility and awareness alongside a significant event
- Showcase products directly to consumers
- Drive sales and customer engagement
- Align with Western Australia’s premium food and tourism sector
- Generate PR, social media, and content opportunities
- Build valuable hospitality and industry connection