



2025 Main Event

presented by

Berkshire Hathaway HomeServices Meadows Mountain Realty

KNOW BEFORE YOU GO

DATE: Saturday, November 15th

TIME: 1:00pm-4:30pm

LOCATION: Main Street between 4th and 5th Street
Highlands, NC 28741

SUMMARY & SCHEDULE

The ONE NOT TO MISS! The Main Event takes to the streets of Highlands, block-party style with over 30 chefs, an oyster roast, and dozens of wines, cocktails, coffee, ciders, and toddies galore. Don't forget to dress to impress – The Style Watch is looking for those feelin' their fit and will get a little reward for their best attire. We're pining for the 90's and proud to welcome The Wallflowers with opening support by Nikki Lane.

1:00pm: Gates Open

1:30pm – 2:30pm: Nikki Lane

3:00pm – 4:30pm: The Wallflowers

4:30pm: Event Ends

MUSIC TALENT

Nikki Lane

The Wallflowers

FOOD & BEVERAGE

For a complete list of food and beverage participants, please click [here](#).

WEATHER

This event is outdoors and will take place rain or shine. Please dress accordingly. In the event of dangerous weather, guests will be notified via SMS, email and social media.

ATTIRE

This event is outdoors. Mountain Chic, Resort Casual, Comfortable Footwear (we do not recommend heels or open toed shoes). Please dress for the weather.

PARKING

This event is on Main Street and parking in the Town of Highlands is limited. Please consider walking from hotels/lodging, carpooling, or parking in the numerous public parking spots surrounding Main Street. Be mindful of businesses that are open during the event hours and do not park in spaces used for those businesses.

RE-ENTRY

Your wristband allows you to come and go as you please to the event. You must have the wristband specific to Main Event or VIP Weekender to enter/re-enter. Beverages may not leave the designated event area.

RULES/RESTRICTIONS

No one under the age of 21 will be permitted to enter. No outside food or drink will be permitted into event. No pets will be permitted, service animals allowed. We ask that you please drink responsibly! HFW bartenders and wine partners reserve the right to stop serving any person who they feel has consumed too much alcohol. Please have a designated driver for any of the events that you plan to drink alcohol. **Do not drink and drive!**

WHAT NOT TO BRING

Firearms, Pets, Outside food or drink, Chairs, Illegal drugs, Children under the age of 21, Cigarettes or vape pens– this is a non-smoking event.

WHAT DO I NEED TO GET INTO THE EVENT?

You need your QR code from Flicket or a wristband. After receiving your event wristband, you must wear your wristband for the duration of the event. VIP Weekender ticketholders must wear Weekender wristbands for the duration of the festival. We suggest you bring a credit card or cash for awesome merchandise from the festival and bands, as well as to tip our amazing servers and staff!

TICKETING/WRISTBAND FAQ

Help us cut down on the lines! All fans will have the opportunity to pick up wristbands in advance of the events starting Wednesday, November 12th. All ticket purchasers can pick up wristbands at the Festival Box Office (time and location listed below). If you cannot pick up wristbands early or you have already forwarded your QR code to other ticket holders in your party, you can still have tickets scanned and receive wristbands at the event gates.

Highlands Food & Wine Box Office

424 Pine Street (former Bank of America building)

Operation Times:

Wednesday, Nov 12th 3pm-6pm

Thursday, Nov 13th 10am – 6pm

Friday, Nov 14th 10am – 5pm

Saturday, Nov 15th 10am – 12pm