



Thousands expected to toast 20 years of Victoria Whisky Festival

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Victoria Whisky Festival president Frank Hudson says that the festival expects to donate \$40,000 to children's charities this year. (Courtesy of Jen Steele Photography)



The Victoria Whisky Festival will celebrate its 20th anniversary this year. The four-day festival runs from January 10-13, 2026. Founded in 2006, the volunteer-run festival features special events designed for everyone.



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Victoria Whisky Festival president Frank Hudson told Victoria News that Forbes Magazine has named it one of the 10 whisky festivals that you must attend before you die

“The Victoria Whisky Festival is actually one of the best whisky festivals, certainly in North America,” he said.

Hudson emphasized that the festival’s success is rooted in community spirit and volunteerism. All excess funds are donated to charity, primarily supporting children’s causes. Since it was initiated, the festival has donated more than \$600,000 to local charities, with expectations to contribute an additional \$40,000 this year.

“It’s a place for people who have an interest in whisky, whether you’re brand new at it or very experienced, because we’ve got something for everybody,” Hudson said.

The festival hosts about 60 events over four days, welcoming brand ambassadors from across the world. Hudson noted that Victoria’s knowledgeable whisky community is a main reason international producers value the event.

The festival also provides exposure to local distilleries and the growing whisky industry on Vancouver Island.

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The 20th anniversary program will include live music, international distilleries and specialty classes, continuing the festival’s tradition of combining education, entertainment and community impact.

Author and whisky expert Davin de Kergommeaux told Victoria News that the Victoria Whisky Festival holds special significance for the Canadian whisky industry, mainly because it hosts the Canadian Whisky Awards.

“Because it has the Canadian Whisky Awards at the festival, it is the event of the year for Canadian whisky makers,” he said.

De Kergommeaux, who has attended most of the festivals over the past 20 years, said he expects this year’s event to be just as exciting.

“It just runs like clockwork. I’m expecting it to be a really good time from beginning to end.”

More information about the festival and tickets are available on their website: victoriawhiskyfestival.com (<https://victoriawhiskyfestival.com/>).

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