



FOR IMMEDIATE RELEASE

1st Annual Coquito y Pasteles Festival™ Brings Puerto Rican Christmas Culture to Saddlebrook Resort on December 13

WESLEY CHAPEL, Fla. - Maloof Entertainment LLC will present the 1st Annual Coquito y Pasteles Festival™ on Sunday, December 13, 2026, at the Grand Pavilion at Saddlebrook Resort in Wesley Chapel, Florida.

Built around Navidad boricua, the festival will celebrate Puerto Rican Christmas through food, music, artisans, heritage, community and the traditions that make the season feel like home. Pasteles and coquito are central to the festival identity, alongside Puerto Rican food, holiday shopping, cultural programming and a curated marketplace.

Orchestra Fuego, a full 12-piece orchestra, is confirmed to perform. Additional Puerto Rican cultural programming is being developed and will be announced as performers and program elements are confirmed.

The festival is designed as a multigenerational cultural experience rather than a generic food festival or vendor fair. Programming will create cultural peaks while leaving room for guests to eat, shop, socialize, discover artisans and spend time with family and friends.

Early organic campaign performance has reached approximately 93,404 views, 4,739 engagements and 3.5K clicks, with 94 percent of views coming from non-followers. Those figures reflect digital campaign response and are not an attendance claim.

Vendor applications and sponsorship inquiries are being accepted. Vendor participation is curated for festival relevance, quality, category balance and operational readiness. Ticketing information and additional public details will be announced through official festival channels as they are confirmed.

Previous Saddlebrook production proof: A Maloof Entertainment-produced event at Saddlebrook on September 19, 2026 recorded 366 guests. That result demonstrates previous event-production experience at the resort and is not a forecast for Coquito y Pasteles Festival™.

MEDIA CONTACT

Chris Maloof | Maloof Entertainment LLC | 813-738-2444 | maloofentertainment@gmail.com

Ticket link: Coming soon | Vendor information: [official festival website vendor section](#) | Media kit: [official festival website](#)