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Food & Whine Fest to Bring Comedian From Kevin Hart's Netflix Series, En Blanc White Affair and Day Sail to St. Thomas

The new Vibes on the Rock weekend, set for Nov. 6–8, 2026, is being positioned as a fresh tourism-driving experience for St. Thomas, combining comedy, food, music, an all-white affair and a day sail aimed at drawing residents, visitors and the diaspora.

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A new three-day event is being launched on St. Thomas this November with a clear goal: turn one weekend into a major homecoming for Virgin Islanders, Caribbean people, visitors, friends and family before the territory enters its busiest winter tourism period.

Vibes on the Rock: Food & Whine Fest 2026 is scheduled for November 6–8 on St. Thomas, with organizers positioning the event as more than a party or concert. Built around the theme “For One Weekend, We All Come Together,” the weekend is being designed as a tourism and cultural experience that combines comedy, food, music, premium hospitality, island gatherings and a day on the water.

The event is being produced by John Engerman and Sabrina Leonce of Muse Entertainment, the creators of [Soka Elements](#). In their early-access announcement, they framed the launch as a call to the diaspora and the wider Caribbean community to return to St. Thomas for a weekend rooted in connection.

“No matter where we go, St. Thomas will always be home. This November, Sabrina and I are inviting you to be part of something we believe will define a generation of Caribbean homecomings,” the announcement stated.

The weekend opens Friday, November 6 with the ChattahboxVI Comedy Show, featuring Eva Evans from Kevin Hart’s Funny AF on Netflix. Organizers described the event as an evening of laughter to begin the weekend.

On Saturday, November 7, the festival moves into Bacchanal en Blanc, the signature all-inclusive white affair. The event is being promoted around food, premium drinks and multiple musical experiences, with guests dressed in white and surrounded by friends, family and community.

The weekend closes Sunday, November 8 with Day Sail & Island Vibes, described as a day on the water with friends, family and island views. Organizers are presenting it as the final experience in a weekend built around return, celebration and reconnection.

The event’s early-access campaign uses the language and imagery of travel, including a “Departures — Welcome Home” concept that lists the June introduction of VOTR as “boarding” and the November events as “on time.” The branding also anchors the experience geographically with “18°N / 64°W,” a reference to the Virgin Islands’ place in the Caribbean.

The tourism significance of the launch is tied to both timing and audience. November sits just ahead of the peak winter travel season, creating an opening for a weekend event that can encourage earlier arrivals, hotel and villa stays, restaurant activity, transportation demand, vendor participation, charter bookings and wider spending across the St. Thomas economy.

Organizers are also speaking directly to a built-in audience: Virgin Islanders and Caribbean people who live abroad but still maintain deep ties to home. The announcement names Atlanta, Miami, New York, Houston, Orlando, Washington, D.C., Tortola, St. Croix and St. Thomas among the communities and markets the weekend is meant to bring together.

“Every year, thousands of Virgin Islanders and Caribbean people leave home to pursue opportunities, build careers, raise families, and create new lives across the world,” the event announcement states. “This is not just another festival. It is a reunion.”

That framing places Vibes on the Rock in a growing category of destination events built not only for visitors, but for returning residents and diaspora communities whose travel decisions are shaped by family, culture, identity and shared experience. For St. Thomas, the model offers a way to create concentrated weekend movement around entertainment, hospitality and cultural pride while also giving residents a new annual gathering point outside of Carnival and the traditional holiday rush.

In its announcement, Muse Entertainment described the weekend as a celebration of “the people, places, culture, food, music, and experiences that connect us.” The language positions Vibes on the Rock as a new tradition for the Virgin Islands rather than a single standalone event.

“Something is happening in St. Thomas. Not for a day. Not for a party. Not for a concert. For a weekend,” the announcement stated. “A weekend dedicated to the people, places, culture, food, music, and experiences that connect us.”

Early access is being offered through the event’s [PromoTix page](#), with members of the Soka Squad expected to receive updates, special offers and early access opportunities as organizers continue to unveil the full experience.

Vibes on the Rock will be held November 6–8, 2026 on St. Thomas. Updates are available through the event’s social platforms at @vibesontherock on Instagram, Facebook, TikTok and Threads.

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