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For Immediate Release



The Best Of Wine, Wineries and Vineyards On California's Central Coast

California is the nation's largest wine producer and California's Central Coast offers some of the best wine and most breathtaking scenery in the state. Many wineries are small, family-owned operations so travelers have the opportunity to meet with the actual winemaker or proprietor to learn about the history and culture of this area.

From Ventura up to Monterey the cities of California's Central Coast are home to tasting rooms and artisan wineries while the valleys are home to picturesque vineyards and wine estates. As always with travel on California's Central Coast, the best way to explore is a road trip on the Pacific Coast Highway.

VENTURA REGION

Commonly known as the gateway to California's wine region, Ventura County boasts its own world-class wine experience with numerous boutique wineries crafted from California's best grapes. The best way to experience these wineries is the Ventura County Wine Trail, which includes artisan wineries and hot restaurants. Ventura, Ojai and Oxnard Convention and Visitors Bureaus have also joined in on the project, offering visitors a more complete resource for information on activities to do in the area.

SANTA BARBARA REGION

The Santa Maria Valley and the Santa Ynez Valley's of Santa Barbara's wine country are home to myriad microclimates and terrains and hundreds of wineries growing some 55 different wine grapes. Made famous by the movie *Sideways*, wines from this region are popular the world over. "No viticultural region in America has demonstrated as much progress in quality and potential for greatness as... the Santa Barbara region, where the Burgundian varietals Chardonnay and Pinot Noir are planted in its cooler climates." *Food&Wine*, Robert Parker Jr. The microclimates of the Santa Rita Hills, Happy Canyon Ballard Canyon and Los Alamos offer visitors some of the best that California has to offer. Visitors can also sample these amazing wines at the 154 tasting rooms located in Downtown Santa Barbara on the Urban Wine Trail or the 19 tasting rooms in

Solvang.

SAN LUIS OBISPO REGION

A prime destination for wine lovers, San Luis Obispo County offers a variety of tasting experiences. With over 280 wineries vinifying 40 different grape varieties, there is a vintage and venue to satisfy every preference. Designated wine trails and clustered tasting rooms make it easy explore the region. San Luis Obispo Wine Country includes two small adjoining valley's—the Edna Valley and Arroyo Grande Valley—and other nearby winegrowing areas such as Paso Robles, which was recently named the 2013 "Wine Region of the Year," by *Wine Enthusiast*. Each of these areas shares a unifying proximity to the ocean, as well as to each other making exploring the area super convenient.

MONTEREY BAY REGION

Monterey Wine Country boasts over 175 unique vineyards most of which are in a 90-mile-long valley with only eight primary viticulture soil types. Today's growers use innovative techniques to preserve the land for future generations, while producing the highest quality grapes, 42 varietals go into the area's wines. The more southern Santa Cruz Mountains Appellation is home to more than 70 wineries, 200 small vineyards and 1,500 acres of wine grapes. As part of the historic Santa Clara Valley wine growing region, Gilroy is home to a number of award winning local wineries that offer tastings and tours in a casual, relaxing environment. The town of Carmel by the Sea has a "Wine Walk Passport" that includes a tasting at 9 of the towns 14 tasting rooms, a perfect way to sample the region's wine.

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For more information please visit: www.cctcmediaroom.com; www.theoriginalroadtrip.com

California's Central Coast consists of:

VENTURA REGION: Ventura County, Camarillo, Conejo Valley, Heritage Valley, Ojai, Oxnard, Port Hueneme, Simi Valley

SANTA BARBARA REGION: Santa Barbara County, Buellton, Carpinteria Valley, Lompoc Valley, Santa Maria Valley, Solvang, Santa Ynez Valley

SAN LUIS OBISPO REGION: San Luis Obispo County, Arroyo Grande, Atascadero, Cambria, Cayucos, Grover Beach, Harmony, Morro Bay, Nipomo, Paso Robles, Pismo Beach, San Simeon

MONTEREY BAY REGION: Monterey County, Santa Cruz County, Capitola, Carmel, Gilroy, San Benito

About Central Coast Tourism Council

The Central Coast Tourism Council (CCTC) is a non-profit organization comprised of Destination Management Organizations (DMOs; Convention & Visitor Bureaus, Chambers of Commerce, etc.) throughout the California Central Coast. Comprised of tourism and hospitality professionals, the mission of CCTC is to jointly promote the entire California Central Coast as a destination. The four regions that comprise California's Central Coast include Monterey Bay, San Luis Obispo, Santa Barbara, and Ventura. The CCTC also serves as the Central Coast's voice in Sacramento, and as a partner with Visit California's global marketing and advertising campaigns.