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NEW TOURING BOOKLET REVEALS MAGIC OF SANTA MARIA VALLEY WINE COUNTRY

Wine Tourism Piece Features Touring Map, Tasting Tips, Winery Profiles, Local Restaurants and More

SANTA MARIA, CA—Experiencing the wondrous flavors of the Santa Maria Valley wine country just got easier with the release of a new touring booklet produced by the Santa Maria Valley Chamber of Commerce and Visitor & Convention Bureau.

The free 16-page glossy booklet is available directly through the visitor bureau, and is also viewable and printable at www.SantaMaria.com and at www.santamariawines.com.

“This piece is a significant extension and expansion on our previous wine touring literature, and it’s ultimately a reflection of intensifying visitor interest in our local wine tasting experience,” said Gina Keough, manager of the Santa Maria Valley Visitor & Convention Bureau.

The booklet, which is titled *Santa Maria Valley Wine Country: A Guide to Local Wineries and Restaurants*, includes profiles and contact information for local wineries, as well as space for writing personal tasting notes. An accompanying map reveals the layout of the Santa Maria Valley wine country. Several restaurants and delis are also featured.

The booklet opens with an introduction to the unique qualities of the Santa Maria Valley, followed by a page headlined *Before You Begin Wine Tasting*, which provides safety tips, touring suggestions, directions and other details.

“Sometimes visitors don’t initially grasp the size of the valley, and they are often surprised at how remote it can get,” Keough said. “We want to make sure they are prepared for the journey, and that includes having enough food, water and fuel for a day in the wine country. We also recommend having a designated driver.”

Keough noted that visitor interest in wine tasting continues to escalate. The Santa Maria Valley has long been known as a world-class wine region blessed with a long, cool growing season. Three years ago, the valley was featured in the hit movie *Sideways*, which amplified interest in the region’s wines. More recently, the opening of tasting rooms by Costa de Oro Winery, Addamo Vineyards and Kenneth Volk Vineyards have added to the valley’s wine touring stature.

For more information on lodging and attractions in the Santa Maria Valley, call (800) 331-3779 or visit www.santamaria.com.

Serving the Santa Maria Valley in the heart of California’s Central Coast, the Santa Maria Valley Chamber of Commerce and Visitor & Convention Bureau is a nonprofit association that facilitates local tourism and provides information on the region’s many attractions and visitor services. Famed for its fine wines, natural wonders, agricultural heritage and flavorful barbecue, the Santa Maria Valley offers a broad range of cultural, sporting and historical experiences.

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