



## **Celebrate Wine Month this September in the Many Wine Regions Along the CA Highway 1 Discovery Route**

*Enjoy Downtown and Rural Wine Tasting on the Pacific Coast Wine Trail and  
Taste through the award-winning Pinots and Chardonnays of the Edna and  
Arroyo Grande Valleys, some of California's Coolest Winegrowing Regions*

**August 27 – San Luis Obispo County – [California Wine Month](#)**, held every September during harvest, makes travel to the three award-winning wine regions found along [CA's Highway 1 Discovery Route](#) even more exciting. The Pacific Coast Wine Trail includes 10 wineries starting in San Simeon at the very celebrated Hearst Ranch Winery, yes, *that* Hearst, and winds its way down the coast to Stolo Vineyard in Cambria, through both Harmony and Cayucos Cellars, and south to Chateau Margene in Morro Bay. Not to be outdone, there are two American Viticulture Areas with over 25 tasting rooms, known as the Edna and Arroyo Grande Valleys, offering world-renowned Pinot Noirs and Chardonnays grown with the delicate influence of cool marine air from the Pacific Ocean.

While traveling along the CA Highway 1 Discovery Route also discover the 10 diverse artisan towns and seaside villages starting just south of Big Sur, from [Ragged Point & San Simeon](#), [Cambria](#), [Cayucos](#), and [Los Osos/Baywood Park](#), to [Avila Beach & Valley](#), [Edna Valley](#), [Arroyo Grande Valley](#), [Oceano](#) and [Nipomo](#) just south of San Luis Obispo. This is where rolling hills meet the sparkling ocean, vineyards unfold and visitors are invited to stop along the rugged coastline at one of these celebrated Central California wine regions. Located halfway between Los Angeles and San Francisco, between the Santa Lucia Mountains and the coast, the land exhibits a distinct set of growing conditions that bind the regions together.

### **Wine Month Celebrations**

From music and painting, to Pinot and Paella, there are [several special celebrations](#) going on throughout September in honor of the area's wine excellence, which applaud all that vintners and growers bring to the economy, culture and lifestyle of the Golden State. CA's Highway One Discovery Route's many [lodging partners](#) are also celebrating with specials during the month of September. No matter the budget, visitors will find the perfect place to stay in a wide array of lodging accommodations including hotels, b&bs and vacation rentals.

### **Pacific Coast Wine Trail**

Discover the originality of the Pacific Coast Wine Trail (PCWT), one sip at a time. Consisting of 10 boutique wineries nestled in quaint, seaside towns dotted along the Pacific Coastline from San Simeon to Morro Bay, the PCWT offers guests a wine experience as unique as the coastal communities themselves. All guests are met with handcrafted, boutique wines, often poured by the owners or winemakers. Those traveling the PCWT are encouraged to complement wine

tasting with hiking, antiquing, beach time, a visit to Hearst Castle or viewing the elephant seal rookery; truly a relaxed wine adventure. Be sure to ask about the rich history as each winery along the trail hosts its own unique story:

- [Hearst Ranch Winery](#), tasting room, located on the historical Hearst Property in San Simeon, is situated along the shore in a historic building built in 1852.
- [Cutruzzola Vineyards](#), located in a coastal valley just outside Cambria, has two acres planted to Riesling and five acres to Pinot Noir.
- [Black Hand Cellars](#), in Cambria has a family history of winemaking and draws its name from the Black Hand Mafia having a hankering for Tom's great-grandfather's wine.
- [Moonstone Cellars](#), in Cambria, started in 1998 from a father and son venture and, due to gaining popularity, turned into a full-time operation.
- [Twin Coyotes](#), also in Cambria, is the joint venture of twin brothers who source grapes from their own small vineyard.
- [Stolo Family Winery](#), just outside of Cambria, is located on historic property where grappa was secretly made and sold during prohibition.
- [Harmony Cellars](#), in the tiny town of Harmony, is the oldest and most established winery along the Northern Central Coast, having been in operation since 1989.
- [Cayucos Cellars](#), in Cayucos, was established in 1996 by Stuart Selkirk and now his daughter and son follow in his footsteps.
- [Chateau Margene](#), in Morro Bay on the Embarcadero, is a wonderful place to experience fine wines and olive oils.
- [Cuatro Dias](#), in Morro Bay, established by Greg Allen, a fire-fighter who makes wine on his four days off – hence, cuatro dias.

### September events along the Pacific Coast Wine Trail

Wineries throughout The PCWT will mark the harvest and celebrate California Wine Month with special tastings, festivals, wine immersion experiences, tours, concerts and more. For more information about California Wine Month events visit the [PCWT website](#). Here are a few samples:

- **Stolo Family Wines**
  - **Music In the Meadow: August 29 & September 19, 3-5pm**
- **Harmony Cellars**
  - **Grilled Pizza & Wine Pairing: Sunday, September 6<sup>th</sup>, 1-4pm**  
Labor Day Weekend isn't all about grilling burgers, ribs and hot dogs. Enjoy artisan pizzas hot off a Santa Maria BBQ grill by Gypsy Flame Pizza.
  - **Friday Evening Music through September 25<sup>th</sup>, 5-7pm**
  - Kick off the weekend with live music and delicious wine and food. Invite your friends and bring your lawn chairs!
  - **Harvest Winemaker Dinner in the Winery: Saturday, November 14<sup>th</sup>, 7pm**
  - Enjoy an intimate candlelit dinner, presented by Chef Jeffry Wiesinger and Winemaker Chuck Mulligan, in Harmony's redwood winery.

- **Hearst Ranch Winery**

- **Savor the Central Coast Adventure Tours and Grand Tasting:**

- **Hearst's Enchanted History tour in San Simeon: September 24**

Book an Adventure Tour including a Hearst Castle tour, lunch at Sebastian's and a wine tasting. [Click here to book.](#)

- **September 26-27:** Come and taste the best wines of the Central Coast including Hearst Ranch wines during the main Savor Event. [Click here for tickets.](#)

### **Edna Valley AVA**

[Edna Valley](#), in the heart of SLO Wine Country, is California's coolest winegrowing region, located just five miles from the Pacific Ocean. The northwest-to-southwest orientation of the Edna Valley creates a direct path for cool marine air to filter into the valley from the Los Osos/Morro Bay area. This climate, combined with the calcareous and volcanic soils results in wines with intensity, concentration and fresh, balancing acidity, perfect for Chardonnay, Pinot Noir, and aromatic white wines.

### **Arroyo Grande Valley AVA**

The handful of [Arroyo Grande Valley wineries](#) currently have a reputation for premium quality wine production. Pinot Noir, Chardonnay and Syrah are the top grapes grown here.

The climate of Arroyo Grande Wine Country is more diverse than the consistently cool climate of nearby regions. The terrain of Arroyo Grande Valley Wine Country is made of sedimentary and volcanic soils over a layer of bedrock known as the Franciscan Complex. The Franciscan Complex is uplifted oceanic and continental crust that was formed over 100 million years ago.

In honor of California Wine Month, here are some local favorite places for wine and libations in each of the 10 destinations along the California Highway 1 Discovery Route:

#### **Arroyo Grande Valley:**

- **Talley Vineyards** – Talley Vineyards is a family owned and operated winery that specializes in estate grown chardonnay and pinot noir ideally suited for the climate and soils of the Arroyo Grande and Edna Valleys.
- **Kynsi Winery** – Kynsi is a family owned and operated winery producing distinctive wines from their Estate Stone Corral Vineyard, along with other select cool growing coastal vineyards.

#### **Avila Beach:**

- **Avila Wine Trail**– Nestled beneath the sheltering hills of Point San Luis and the Avila lighthouse, the Avila Wine Trail features family-owned and operated wine venues offering award-winning vintages that capture the essence of wine making on the Central Coast.
- **Avila Wine & Roasting Company**– Featuring small, local, boutique wines that are in high demand, as well as local breweries.
- **Domaine Le Mieux**– Continuing the centuries-old tradition of the Sons of the Unicorn by creating a tantalizing California dry, sparkling apple champagne, crafted from select apple varieties nurtured in the unique microclimate of See Canyon.

### **Cambria:**

- **Harmony Cellars** – Nestled in the hills overlooking the quaint, artisan town of Harmony, just off Highway 1, Harmony Cellars Winery produces award-winning wines and offers a remarkable view of the coastal countryside.
- **Pacific Coast Wine Trail** – Enjoy hand-crafted wines from six small producers along the scenic coast from San Simeon through Cambria and to Harmony.

### **Cayucos:**

- **Full Moon Tasting Room** – Visit this ocean view wine bar and bistro nestled in beautiful Cayucos by the sea in the heart of the CA Highway 1 Discovery Route.
- **Cayucos Cellars** – Cayucos Cellars is a small winery with a family workforce located in the coastal hills above Cayucos.

### **Edna Valley:**

- **Claiborne & Churchill** – Bring a picnic lunch and savor fine wines while enjoying the lovely mountain and vineyard views.
- **Baileyana** – Come enjoy stunning views and beautiful picnic grounds at the century-old Independence Schoolhouse, where Baileyana is poured alongside its sister wineries Tangent, Trenza, Cadre and Zocker.

### **Los Osos & Baywood Park:**

- **Baywood Ale House** – Baywood Ale House is perfect for what ails you. Open daily and serving up some delicious fare in addition to a wide selection of beers on tap.
- **Stax Wine Bar & Bistro** – Come choose from over 100 local and International wines, along with a variety of local and imported beer.

### **Nipomo:**

- **Laetitia Vineyard & Winery** – Located in Southern San Luis Obispo County, our coastal property overlooks the Pacific Ocean. Originally known for Methodé Champenoise sparkling wines, Laetitia continues to produce seven unique sparkling wines.
- **Willow** – Willow is a craft beer and wine bar, deli/restaurant, and specialty market all in one.

### **Oceano:**

- **Monarch Grove Winery** – The fruit we buy comes from the unique climate here on the Central Coast. We can select from dry, hot zinfandel to a cool pinot noir.
- **Tastes of the Valleys** – Enjoy a wine flight, a glass from our extensive wine list or take a few bottles home – at the best prices in the area.

### **San Simeon & Ragged Point:**

- **Hearst Ranch Winery** – Our fine wines uphold the Hearst Ranch legacy of quality. Chardonnay, Cabernet Sauvignon, Cabernet Franc, Merlot, Late Harvest Zinfandel and a Reserve Blend.
- **Wise Owl** – Wise Owl features books, live music, a cafe, wine tasting and more.

For more information regarding wine, craft beer and culinary options and multi-day itineraries along CA's Highway 1 Discovery Route, visit: [www.winecoastcountry.com/wine-craft-beer-culinary](http://www.winecoastcountry.com/wine-craft-beer-culinary)

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## **About the California Highway 1 Discovery Route**

Breathtaking natural beauty, preeminent wine regions, amazing outdoor adventure and delicious restaurants boasting culinary excellence dot the **California Highway 1 Discovery Route** along Coastal San Luis Obispo County. With 10 amazing destinations spread throughout offering over 500 extraordinary accommodations, including hotels, motels, B&Bs and vacation rentals with unique specials and packages, the California Highway 1 Discovery Route offers one fantastic vacation anytime of the year. This 101 mile span of prime Pacific coastline is conveniently located midway between San Francisco and Los Angeles, and offers a vast wine region, diverse artisan towns, charismatic seaside villages, scenic country roads rich in character and history and two world-class wine regions. Leaders in [Stewardship Travel](#), the next step in eco-tourism, visitors will discover over 70 activities and donation opportunities throughout the region to help you feel good while doing good on vacation. Stewardship Travel visitors will learn more, connect deeper, and may choose to spend a couple hours helping to restore a park trail, protecting wildlife on the beaches, or planting a native tree.

Find enriching multi-day tours and discover a plethora of fun and relaxing itinerary ideas in these 10 California Highway 1 Discovery Route destinations: [San Simeon & Ragged Point, Cambria, Cayucos, Los Osos/Baywood Park, Avila Beach & Valley, Edna Valley, Arroyo Grande Valley, Oceano and Nipomo](#). Every February, the towns along the California Highway 1 Discovery Route celebrate Coastal Discovery & Stewardship Month, offering month long special lodging packages, activities, events and movies throughout the region. For the latest news on the area join us on Facebook [www.facebook.com/WineCoastCountry](http://www.facebook.com/WineCoastCountry) and follow us on Twitter [twitter.com/Hwy1DiscoveryRt](https://twitter.com/Hwy1DiscoveryRt). For more information on the **California Highway 1 Discovery Route**, visit [www.Highway1DiscoveryRoute.com](http://www.Highway1DiscoveryRoute.com) or contact Chief Administrative Officer Cheryl Cuming at 805-547-CBID (2243), [admin@SLOcountyBID.com](mailto:admin@SLOcountyBID.com).

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