



The Best of CA Highway 1: Discover the Award-Winning Wines of Edna Valley, Arroyo Grande, Avila Beach, Cambria and San Simeon Along the Highway 1 Discovery Route
This perfect slice of California's Central Coast is open for business and home to the Avila Beach Wine Trail, the Pacific Coast Wine Trail, Award-Winning Tasting Rooms and must see, must do Wine-centric activities

San Luis Obispo County, CA, August 1, 2017 – Did you know that there are more than 2,000 acres of vineyards in Edna Valley and Arroyo Grande wine regions located on the [CA Highway 1 Discovery Route](#)? Have you taken the [Avila Beach Wine Trail](#) or the [Pacific Coast Wine Trail](#)? Or tasted the hand-crafted offerings of [Hearst Ranch Winery](#) in San Simeon? Do you know about the award-winning wines of Cambria? If the answers to those question is yes, then you know the region offers the perfect growing climate for delicate grapes - warm sunny days that turn into cool coastal nights. The weather is also perfect for wine tasting adventures and outdoor play! This stretch of Highway 1 is open for business and ready to roam and wine taste!

[Edna Valley](#)

Edna Valley, where cool ocean breezes and rich soil create ideal conditions for growing world-class grapes is an American Viticultural Area (AVA) located just a dozen miles from Arroyo Grande Valley in San Luis Obispo County. Surrounded by Tuscan-style countryside, guests can sample award-winning wines in more than 27 tasting rooms and attend annual wine tasting events like the Chardonnay Symposium and Harvest on the Coast.

[Arroyo Grande Valley](#)

The Arroyo Grande Valley is the perfect climate for long bike rides and wine tasting among rolling hills. Just a short distance away is the Village of Arroyo Grande full of shopping, great places to eat, and CA's only swinging bridge. The Lopez Lake Recreation Area offers a water playground with 22 miles of shoreline ideal for boating, fishing, sailing, hiking and mountain biking. Families can enjoy the Mustang Waterpark and Vista Lago Zipline Adventure Park.

[Avila Beach & Valley](#)

Don't miss the *ahh* inspiring Avila Beach featuring wine tasting at the beach. Avila Beach is right in the heart of the Central Coast and Wine Country, so it's no surprise that you will taste and buy some amazing and award-winning wines there. You'll find several tasting rooms in downtown Avila, as well as vineyards and tasting rooms scattered all through the rolling hills of the Avila Valley. One of the newest tasting rooms in Avila Beach is 2nd Chance Winery. Other tasting rooms in and around downtown Avila Beach & Valley include Avila Wine and Roasting, Alapay Cellars, Biddle Ranch Vineyard, Cuvee Champagne Bar, Kelsey See Canyon Winery, Morovino Winery, Mr. Ricks Beach Bar, Peloton Cellars, PierFront Wine & Brew.

[San Simeon](#)

Your experience begins at the edge of NOAA's Monterey Bay National Marine Sanctuary, and is sandwiched between Highway 1, a National Scenic Byway, and the Pacific Whale Trail, the grey whale migration route from the feeding grounds of Alaska to the breeding grounds of Baja California. World Famous Hearst San Simeon State Historical Monument sits atop "The Enchanted Hill" with a magnificent 115-room main house, guesthouses, pools, 8 acres of cultivated gardens, with a world class art collection. San Simeon has so much to offer wine lovers. With views of [Hearst Castle](#) and the historic [Piedras Blancas Light Station](#), don't miss the [Hearst Ranch Winery Tasting Room](#), a destination deli serving Hearst Ranch Grass Feed Beef burgers with outdoor seating and views of Hearst Castle®.

[Cambria](#)

Enjoy some fine wines from Cabernet and Zinfandel, to Syrah, Chardonnay, Pinot Grigio, and more in Cambria. Visit the great small vineyard called Stolo Family Winery & Vineyards, grab a bottle of award winning wine at Harmony Cellars Winery, picnic at Moonstone Cellars, enjoy a Riesling at Cutruzzola Vineyards, and don't miss visiting Twin Coyotes Winery, and the boutique winery Black Hand Cellars. Just 6 miles south of Hearst Castle, Cambria is where the pines meet the sea, the perfect place to eat, drink and repeat.

[Wine-centric Activities in Edna Valley, Arroyo Grande Valley, Avila Beach and San Simeon](#)

- [SLO Wine Country Wineries](#)

The vineyards of SLO Wine Country unfold along the seafront side of the coastal Santa Lucia Mountain Range in coastal San Luis Obispo County. Here, the land exhibits a distinct set of growing conditions that bind the region's wines. From north to south, the SLO Coast extends from the seaside town of San Simeon to Nipomo. From east to west, it extends from the peaks of the Santa Lucia mountains to the Pacific Ocean. The geographic orientation of SLO Wine Country ensures a continuous influence of marine air from the Pacific Ocean.

- [Bike Tours of Edna Valley](#)

How about taking a guided SLO wine country bicycle tour featuring Edna Valley, offering some of prettiest cycling along the CA Highway 1 Discovery Route? Full day rides begin just outside San Luis Obispo and venture straightaway into wine country located just south of town. Get your camera ready for stunning views of picturesque hills rising above rows of grapevines. Bike riders can stop by award-winning wineries like Chamisal, Kynsi and Baileyana, with the highlight being a gourmet picnic lunch and complimentary tasting at Talley Vineyards, located at the south end of the Edna Valley. Longer cycling options into the rolling farms and ranchland south of Edna valley are also possible. After lunch, the ride yields beautiful views of the Nine Sisters, a line of craggy volcanic mountains stretching from SLO wine country to Morro Bay. This is an ideal California Central Coast wine country bicycle trip for cyclists of differing abilities and interests.

- [Avila Valley - Tasting by The Beach](#)

You've got salt in your hair, sand between your toes and two, maybe three, boards in the back seat. Your perfect wine pairing involves a bonfire, a little surf guitar, and the occasional errant

Frisbee. Avila Valley is one of the few places where you can taste great wines grown and made within earshot of the Pacific, all while you sit back and enjoy the sunset off the water. Featured Wineries: [Croma Vera Wines](#), [Kelsey See Canyon Vineyards](#), [Silver Horse Winery](#), [Sinor-La Vallee Wine](#) and [Peloton Cellars](#).

- [**Sip in SLO**](#)

Get the SLO Wine Country new tasting pass program called "Sip in SLO," which launched in February through March and is coming back this November through December 2017. The pass allows visitors to taste at four wineries of your choice along the SLO Wine Trail, which includes [wineries in Avila Valley](#), for just \$40. For groups of 5 or more, please call 805-541-5868 or email info@slowine.com to schedule tastings and purchase group passes.

- [**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 California's Central Coast. From downtown beach front wine tasting rooms to the See Canyon and Avila Valley wineries just five minutes from the beach, one thing is consistent - the focus on making your Central Coast wine tasting tour fun and enjoyable. The trail includes:

[Alapay Cellars](#)

[Avila Wine Company](#)

[Croma Vera](#)

[Kelsey See Canyon Vineyards](#)

[Morovino](#)

[Peloton Cellars](#)

[Sinor LaVallee](#)

[Silver Horse Wine](#)

- [**The Pacific Coast Wine Trail**](#)

Enjoy hand-crafted wines from 11 small wineries from the Morro Bay Rock, with stops in-between at Cayucos, Cambria, and Harmony. The Trail offers travelers a wine experience as unique as the coastal communities themselves. Guests are met with hand-crafted, boutique wines, often poured by the owners or winemakers. Those traveling the Pacific Coast Trail are encouraged to complement wine tasting with a spectacular coastal experience—beaching, hiking, kayaking, fishing, and more. The trail includes:

[Hearst Ranch Winery](#)

[Cutruzzola Vineyards](#)

[Black Hand Cellars](#)

[Moonstone Cellars](#)

[Twin Coyotes Winery](#)

[MCV Wines](#)

[Stolo Family Vineyards](#)

[Harmony Cellars](#)

[Cayucos Cellars](#)

[Chateau Margene](#)

Food & Wine Events

- [**Harvest on the Coast – November 3-4**](#)

Go Coastal and celebrate the end of harvest with our vintners! The weekend kicks off Friday, November 3rd with our "Crafted on the Coast" collaborative winemaker dinner (more details to be announced soon). Then on Saturday, November 4th, hit the coast at our Grand Tasting

and Wine Auction, located beachside at Avila Beach Resort--featuring wine tasting, artisan foods, and live music by B and the Hive. All food and wine is included in your grand tasting ticket! The live auction features a broad selection of rare wines, culinary treats and SLO Wine Country destination experiences, with a full line-up of silent auction items. We have VIP table seating available for groups of 8 or 10, so you can place your stake at the auction. You'll also receive complimentary food and wine service throughout the live auction (limited tickets available), plus you'll have a chance to raise a paddle and support local charities in SLO County.

- **Blendfest on the Coast - January**

The annual event brings 32 renowned wineries of Paso Robles to the coast, each showcasing three distinct blends. Stay in Cambria or San Simeon and get VIP access 30 minutes early to Saturday's event. Kick off your weekend at a Winemaker Dinner at Robin's Restaurant in Cambria with seven Paso Robles winemakers. After tasting blends at Saturday's Grand Tasting, try your hand at blending wine during Sunday's Blending Seminars at the Cavalier Oceanfront Resort in San Simeon. It's a full weekend of fun in store!

- **Roll Out the Barrels - June 20-23**

For 25 consecutive years, our annual Roll Out the Barrels celebration has set the pace for good times, good vibes and good wines in San Luis Obispo County. This year we're making Roll Out the Barrels even bigger! Come out to SLO Wine Country throughout the month of April and meet the people behind the wines: we look forward to sharing with you the history, diversity, sustainability and farm-to-fork lifestyle that encompasses our coastal wine region. And to end our month-long celebration, we're hosting the biggest and best Thursday evening "Barrels In The Plaza" with our grand tasting adjacent to the historic Mission in downtown San Luis Obispo. Here, the wines of SLO Wine Country are served with artfully prepared treats presented by SLO County's finest chefs. Then, on Friday evening, our wineries team up with area restaurants to offer a selection of winemaker's dinners to fit every taste.

[Get Tickets Here](#)

- **Central Coast Oyster Festival – July 8**

The "one of a kind" sixth annual Central Coast Oyster & Music Festival has been voted by Fox News as #4 of the Top Ten Oyster Festivals in the nation and is the largest Oyster Festival on the West Coast. You will not want to miss out! This spectacular tradition was a HUGE success with close to 4000 shuckers and jivers. This year will be a full day Music Festival along with amazing art installations held in the beautiful city of Avila Beach, California on Saturday, July 8th from 12-8pm. Local foodies and newcomers alike will truly experience the perks of the Central Coast. Morro Bay Oyster Company will provide the succulent oysters, which are some of the most renowned oysters on the west coast. Oysters will, of course, be the main cuisine of the event, but alternative choices will also be provided.

Be sure to download the [SLO Wine map](#) with info on wine tasting, lodging, dining and points of interest in this beautiful and delicious part of the world. For more information, visit www.Highway1DiscoveryRoute.com.

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About the California Highway 1 Discovery Route

Breathtaking natural beauty, preeminent wine regions, monthly events, amazing outdoor adventures and delicious restaurants boasting culinary excellence dot the [California Highway 1 Discovery Route](#) along Coastal San Luis Obispo County. With 10 amazing destinations featuring over 800 extraordinary accommodations, including hotels, motels, B&Bs and vacation rentals with unique specials and packages, the California Highway 1 Discovery Route offers the best of Highway 1, and a fantastic vacation anytime of the year. The iconic 101 mile road trip through prime Pacific coastline is conveniently located midway between San Francisco and Los Angeles, and offers diverse artisan towns, charismatic seaside villages, scenic rural road trips rich in character and history and two world-class wine regions. Leaders in [Stewardship Travel](#), the CA Highway 1 Discovery Route offers 70 brief, award-winning experiences that enhance visitor's immersion in the natural and cultural heritage of California's central coast.

Highway 1 Road Alerts

If you're heading to the Central Coast, be sure to be mindful of the stretch of Highway 1, located 21 miles north of Cambria. Caltrans is busy with a major construction project to make traveling along the stunning Pacific Coast Highway a safer journey. Cambria is easily accessible from Highway 101 and Highway 46. **Please note that Highway 1 is still open from Morro Bay to Ragged Point. For those traveling past Ragged Point, check out these Sights to See Along the Detour.**

Find enriching multi-day tours and discover a plethora of fun and relaxing itinerary ideas in these 10 CA Highway 1 Discovery Route destinations: [Ragged Point](#) & [San Simeon](#), [Cambria](#), [Cayucos](#), and [Los Osos/Baywood Park](#), to [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, offering unique lodging packages, coastal activities, events and entertainment. For the latest news on the region join us on Facebook <http://www.facebook.com/Highway1DiscoveryRoute> and follow us on Twitter twitter.com/Hwy1DiscoveryRt. For more information on the **California Highway 1 Discovery Route**, visit www.Highway1DiscoveryRoute.com or contact Chief Administrative Officer Cheryl Cuming at 805-547-CBID (2243), admin@SLOcountyBID.com.

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