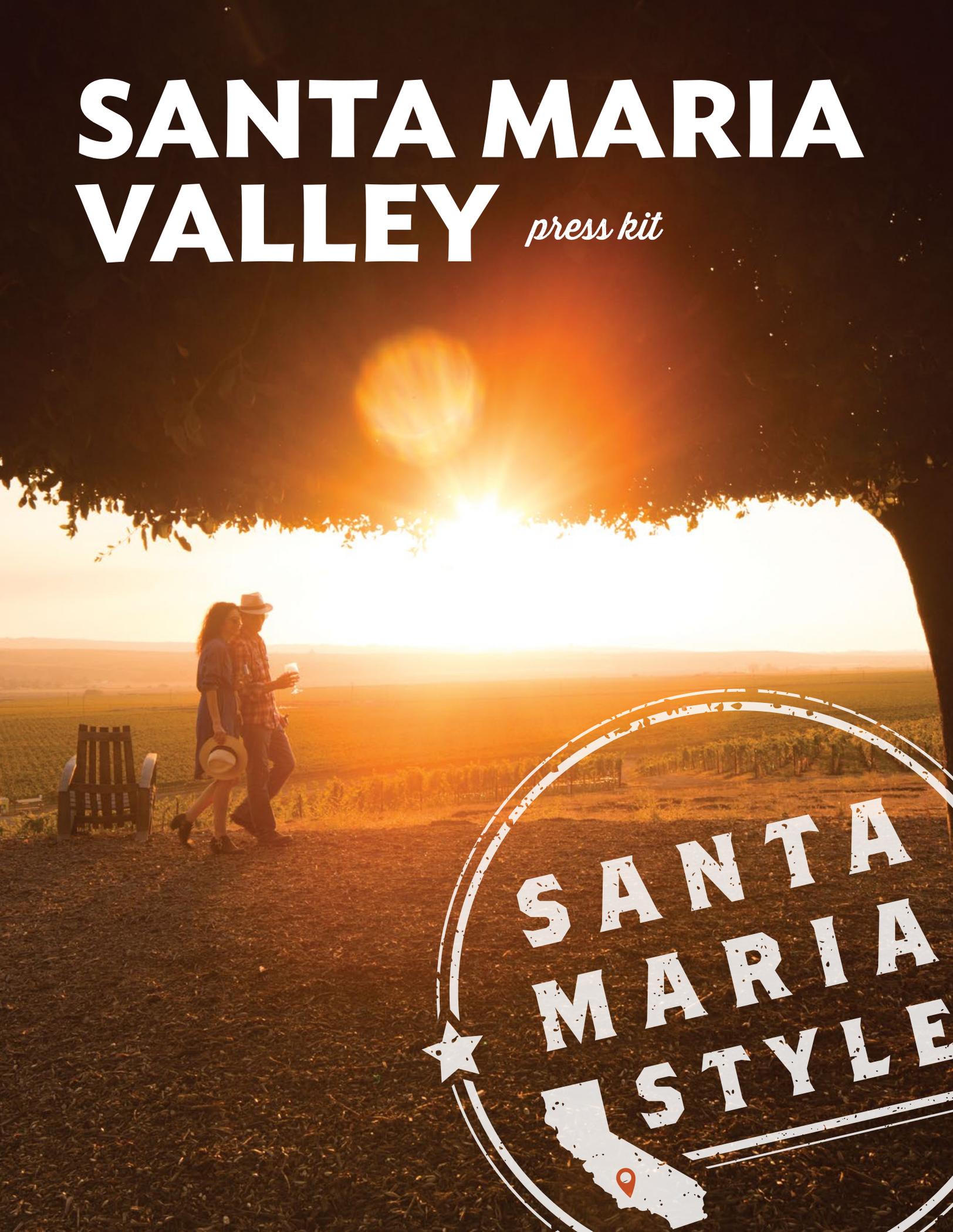


# SANTA MARIA VALLEY

*press kit*



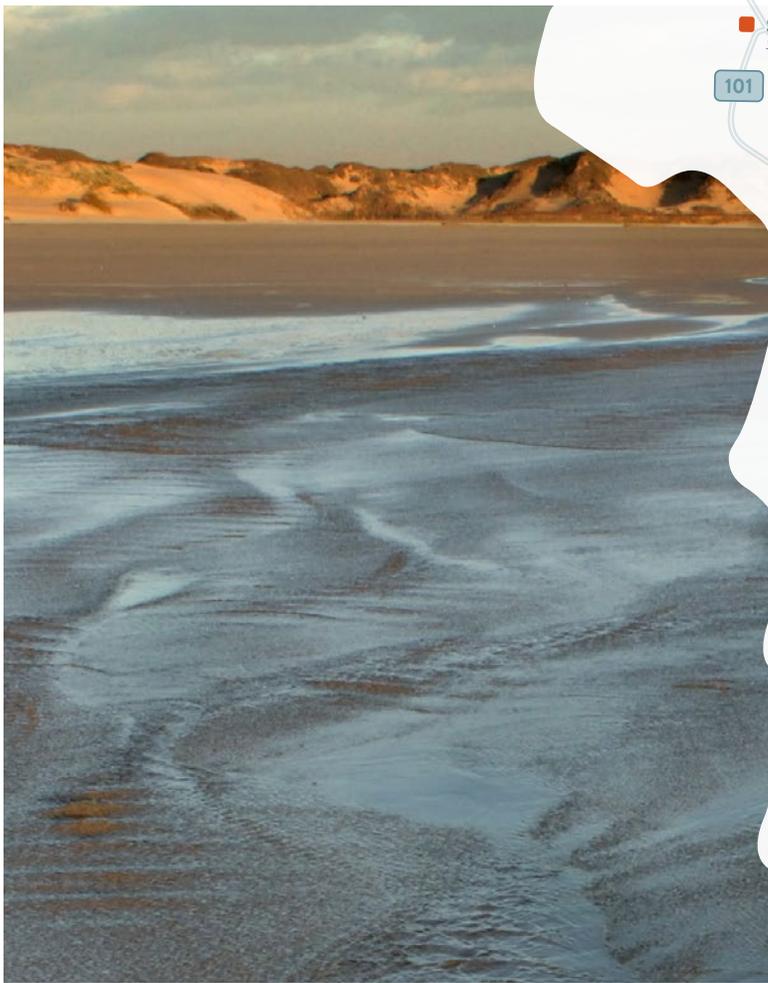
# Santa Maria Valley

*a style all our own*



In Santa Maria Valley, we have a style all our own. We take our time on the vine, on the hill, on the grill. We swirl 'til we spill. So go another round. Go against the grain. And tomorrow, do it again.

We call it #SantaMariaStyle. Just like our barbecue, the recipe for our way of life requires simplicity, character, soul and a touch of spice.



■ MORRO BAY  
50 MIN DRIVE

■ SAN LUIS OBISPO  
35 MIN DRIVE

101 227

■ PISMO BEACH  
20 MIN DRIVE

*Santa Maria*  
VALLEY

166

■ FOXEN CANYON WINE TRAIL  
30 MIN DRIVE

101

1

■ LOMPOC  
40 MIN DRIVE

■ SOLVANG  
40 MIN DRIVE

101

■ SANTA BARBARA  
75 MIN DRIVE



# Get the Most from the Coast

*getting to the Santa Maria Valley*

## LOCATION

### By Road:

The Santa Maria Valley is situated midway along California's Central Coast. It is located approximately 160 miles north of Los Angeles, 65 miles north of Santa Barbara, 260 miles south of the Bay Area, and 18 miles from Pismo State Beach.

You can reach Santa Maria Valley via Highway 101, Highway 1, and Highway 166.

### By Air:

To fly to or from Santa Maria Valley, the Santa Maria Airport (SMX) is a great option. Santa Maria Valley is also in proximity to San Luis Obispo and Santa Barbara airports.

## CLIMATE

The climate is mostly sunny, refreshed by the ocean breeze. Average summer temperatures range from 51° F to 74° F. Average winter temperatures range from 39° F to 64° F (source: U.S. Climate Data).



# A Rich History

*from vaqueros to velvet curtains*

The beginnings of Santa Maria Valley's development date back to the adventurous era of Spanish land grants and ranchos.

Spanish explorer Juan Rodriguez Cabrillo arrived in the valley in 1542, and the Portola exploration party passed through in 1769. The Spanish church eventually chose two sites to the north and southwest for missions: Mission San Luis Obispo and La Purisima Concepcion, both of which are still standing today.

The 19th century saw California gain statehood, while the Santa Maria Valley blossomed as one of the most agricultural regions in the state. The City of Santa Maria became

incorporated in 1905 as the community hub of the valley.

Today, the City of Santa Maria is home to a rich mix of agriculture, wine, food and industry. New industries including aerospace, communications, research, energy production and manufacturing are also on the rise.

In and around the Santa Maria Valley, an appreciation for the arts and culture is no exception with deep connections to diverse cultural roots. From live theatre to cultural celebrations to independent art galleries, the emerging cultural scene is one of the central coast's best-kept secrets.



# The Ideal Home Base

*eat, drink and do more*

Boasting 34 tasting rooms, 6 unique AVAs, 13 beaches and a growing selection of local breweries, these places are all within a beautiful 30-minute drive. In and around the valley, you'll find sand dunes, hiking trails, horseback riding, cycling,

and authentic Santa Maria Style dining. Santa Maria Valley is the perfect home base where you can eat, drink and do more for less. We treat our guests like family.



# Genuine Heritage

*what we value*

Our culture is authentic and void of pretense. Our valley was grown by generations of hard-working agricultural families, not manufactured to be a common tourist attraction.

We value real experiences and real people. We like to pair our wine with jeans and an honest-to-goodness smile. When you're with us, you can let your hair down and be yourself.

Santa Maria Valley is composed of wonderfully diverse people from an abundance of backgrounds. This blend of individuals is what has fostered a rich heritage of culture, history, food, togetherness and hospitality.



# Unexpected Wine Experience

*find out what we've known all along*

Head toward the valley of vineyards. Where grapes are allowed to take their sweet time. Where it's perfectly acceptable to swirl until you spill. Where coming uncorked is optional, but encouraged.

The Santa Maria Valley has one of California's longest growing seasons and a truly rare transverse geography, which results

in the development of complex, flavorful and balanced grapes. Chardonnay and Syrah are our specialties.

Our winemakers are present, accessible and welcoming when you come by for a tasting. In Santa Maria Valley, we grow our grapes a little longer, a little sweeter and with a whole lot more love.



# Santa Maria Style Barbecue Culture

*our roots in agriculture and barbecue*

We believe in quality from the ground up. It starts with generations of families that know how to get the best from the soil, and is carried through to the fresh flavors that we put on your plate.

We're famous for our Santa Maria-Style barbecue, a 150-year-old culinary tradition consisting of beef tri-tip seasoned with black pepper, salt and garlic salt grilled over coals of native red oak.

Santa Maria Valley is surrounded by farmland, and nobody in the Central Coast knows food better than a community dedicated to agriculture. Amongst ripe berries, leafy greens and fresh chili peppers, the stars of the produce lineup are sweet, juicy strawberries – always fresh picked.

# Naturally Unconstrained

*hiking, cycling, birdwatching and more*



Forget the common assembly line tourist attractions. We won't do that. Your freedoms can manifest as you walk your own path.

Get out and explore. Santa Maria Valley offers opportunities to walk beautiful vineyards, experience the pristine waterfront

at the Dunes, cycle through our rolling hills, or just take in the tranquility of birdwatching at Oso Flaco Lake.



# So Much to Do From Here

*the best starting point*

There's more to discover each time you return to Santa Maria Valley, from events to arts to nearby attractions.

We are the midway point between L.A. and San Francisco and within a short drive to Pismo Beach, San Luis Obispo and charming Solvang.

- 18 miles to Pismo Beach
- 32 miles to San Luis Obispo
- 36 miles to Solvang
- 28 miles to Lompoc
- 65 miles to Santa Barbara

# Top Moments to Capture

*find your #SantaMariaStyle*

Santa Maria Valley isn't about making reservations months in advance or fighting for space on crowded beaches. It's a place to slow down and enjoy real experiences with the people you love

most. A place that will welcome you like family and provide the backdrop for original stories to fill your feed (and your soul), and more importantly, your fondest vacation memories.



01

## Trek On or Trail Off

Venture off the beaten path and don't worry about the forecast. Santa Maria Valley has temperate weather year round, so find your sunrise.



02

## Find a Fresh Perspective

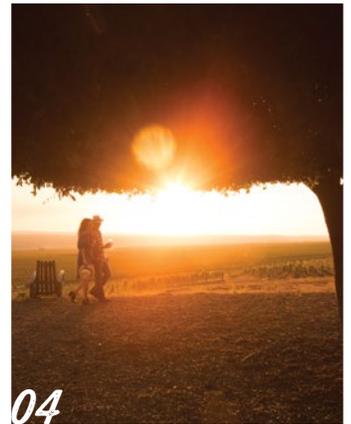
Santa Maria Valley is an area built around agriculture. Get a fresh take, and grow.



03

## Catch an 805 Sunset at the Guadalupe Dunes

A place where #nofilter is a given.



04

## Walk the Vines

Like the grapes surrounding the hillsides, take your time with the vines.



05

## Bug Out

Drive a dune buggy over the five and a half mile stretch of beach at the Oceano Dunes SVRA.



06

## The Payoff

Meandering roads, breathtaking views and delicious destinations. Make sure to capture the clink at the end of the road.



07

## Taste Real Santa Maria Style Tri-Tip

A 150-year-old tradition from a single simple recipe. If you think you've tried it somewhere else, you haven't.



08

## Hop on the Wine Trolley

From Memorial Day to Labor Day, transportation to the wine country is covered.



# Notable Reads

## A SAMPLE OF OUR STYLE:

- [\*Santa Maria Valley Wine Trolley\*](#)
- [\*The Great Treasure of the Santa Maria Valley – Barbecue\*](#)
- [\*Top Ten Reasons to Immerse Yourself in the Arts\*](#)
- [\*Top Ten Reasons to Visit the Santa Maria Wine Valley\*](#)
- [\*Say Cheers to the Harvest Season During California Wine Month\*](#)
- [\*The Hidden Hollywood\*](#)
- [\*Make a Break for the Santa Maria Valley – A Family-Friendly Experience\*](#)
- [\*Turning the Pages of Santa Maria History\*](#)
- [\*The Travel Channel, The New Top 10 Cities for Wine Snobs\*](#)
- [\*2 Travel Dads, Santa Maria Valley: a new California Getaway\*](#)

# We Treat Our Visitors Like Family



The Santa Maria Valley hosts FAMs year-round and welcomes media, influencers and bloggers to inquire about all the fabulous things to do in this hidden gem.

[ACCESS MARKETING MATERIALS](#)



## MEDIA CONTACT

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