



Touring & Tasting Feature Event

Sixth Annual California Wine Festival

Santa Barbara, July 16-17-18, 2009

AS THE CALIFORNIA Wine Festival has evolved, many changes have been made each year to improve the event. For the Sixth Annual festival in July, which takes place directly in between the city's Independence Day celebrations and Fiesta Week, the current economic recession and Santa Barbara's Spanish heritage have been taken into great consideration by the Festival Founder Don Fritzen.

Ticket prices have been rolled back to 2005 levels so more wine-lovers can afford the opportunity to taste great wines from every region in California, as well as what's offered by import representatives, regional microbreweries, and even tequila and vodka exhibitors. Organizers are also giving guests discount coupons for local restaurants, featuring those that will be pouring wines and serving food samples at the festival.

Tickets start as low as 39 dollars for Thursday's "Old Spanish Nights," another major addition to the festival that will provide wine, food, and music that reflect Santa Barbara's Spanish colonial roots. Held in the De La Guerra Adobe Courtyard, in the heart of Santa Barbara's historic downtown, this new, early-evening celebration will feature

local wineries and a range of spicy Spanish food. A band will set the rhythm for classic Spanish and Flamenco dancers, and attendees will be encouraged to extend their evening out by dining nearby, using the aforementioned promotions.

The VIP Rare & Reserve Wine Tasting will occur the following night, Friday, July 17, but only for 400 lucky ticket holders. In the charming Chase Palm Park Plaza, California's finest winemakers will bring out the "good stuff," from proprietors' reserves to end-of-vintage bottles. While Latin fusion jazz keeps the party going and local

chefs serve appetizers, guests will go from a Champagne reception to tasting the rarest wines from California's best vineyards.

Finally, the popular Beachside Food & Wine Fest will welcome thousands of visitors to a day of sun, wine, food, and music on Saturday afternoon. Hundreds of California wineries, regional microbreweries, and local chefs will be there to keep the crowds satisfied as they enjoy live music and Santa Barbara's picturesque beachfront.

It's recommended to arrange accommodations early, as Santa Barbara's hotels fill up quickly. Details are available at: www.californiawinefestival.com. 🌸

The extravaganza is now Santa Barbara's largest wine festival and a Santa Barbara summer tradition.

