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**Tickets for West Coast's "Must Taste" Wine and Food Event of the Year Go on Sale Today with Huge Savings for Early Buyers:  
Get a Sunset SAVOR the Central Coast 2012 Weekend Pass for Just \$100 (50% Off)**

May 1, 2012 (San Luis Obispo County, CA) – Look out New York, Aspen and South Beach. Sunset SAVOR the Central Coast is about to take the crown as *the* wine and food event of the year.

And rightly so.

Located midway between San Francisco and Los Angeles, SAVOR the Central Coast takes place Sept. 27-30, 2012 at the renowned Santa Margarita Ranch in San Luis Obispo County. Home to the celebrated Paso Robles wine country and one of the most abundant agricultural counties in California, no other wine and food event provides foodies with such a rich culinary immersion adventure. Whether they're just emerging into the world of wine and food, or well-traveled gastronomes, they'll find accessible, engaging programming that inspires them to dive in deeper – all for just \$100 (50% off) if they buy their weekend passes this month.

"When we created Sunset SAVOR the Central Coast nearly three years ago, we knew we had an opportunity to create *the* wine and food event of the year not only in California but also the West Coast," said Stacie Jacob, executive director of the San Luis Obispo County Visitors and Conference Bureau (SLOCVCB). "We were surprised that given California's status as the leading wine and food destination in the U.S, there wasn't really a signature state event like this for culinary travelers. There are many great wine and food festivals in California and the West Coast, but nothing like ours with programming that rivals the leading culinary events in the nation. We are growing by leaps and bounds, and some events do sell out, so the best bet is to get your tickets now and take advantage of this short-term deal."

Organized by the San Luis Obispo County Visitors and Conference Bureau and *Sunset*, the premier guide to life in the West, the event, which grew an astounding 20 percent in its second year (nearly 9,000 visitors), is expected to grow more this year with enhanced programming and great hotel deals and destination activity packages that add more value and spice to an extended culinary journey.

Timed to coincide with California Wine Month, the third annual Sunset SAVOR the Central Coast will offer four days of delicious events featuring more than **38 local chefs, 200 wineries and a variety of opportunities to learn the latest California lifestyle trends from *Sunset* experts in all things food and wine, home décor and gardening.** Unlike other major culinary events across the U.S., SAVOR offers access across San Luis Obispo County to eye-popping locations and the friendly, innovative people and places making the food and wine people love.

“From passionate foodies to people who just want to experience the best of the Central California Coast lifestyle, SAVOR offers four days of unforgettable culinary experiences in a setting where you can personally connect to the wine and food, whether it’s through cooking demonstrations with celebrity chefs using fresh local ingredients or winemaking programs with regional winemakers,” said Barb Newton, president, Sunset Publishing. “You can also rub elbows with *Sunset*’s top editors and favorite experts, and be the first to taste the medal-winning wines of *Sunset*’s International Wine Competition while savoring spectacular places like Hearst Castle, unspoiled nature trails and even an evening reception lit only by the stars and glowing hot air balloons. Sunset SAVOR the Central Coast is one of the most exciting and accessible wine and food events around.”

### **Favorites Return**

Back by popular demand, the **magical evening at Hearst Castle** returns in 2012 on opening night with limited tickets (just \$125), letting guests step back in time and celebrate glamorously with fellow foodies and the ghosts of William Randolph Hearst and his famous Hollywood guests such as Charlie Chaplin, Clark Gable and Greta Garbo. And it’s all for a good cause, benefiting the Friends of Hearst Castle, a 501(c)(3) nonprofit cooperating association affiliated with Hearst San Simeon State Historical Monument®, and the San Luis Obispo Coast District of California State Parks, supports preservation and interpretation of Hearst Castle, including its art, artifacts, architecture and grounds through membership, education, outreach and special events; enhancing understanding and appreciation, and thereby enriching the visitor experience.

Returning guests will be happy to know they can still enjoy the **Main Event at Santa Margarita Ranch** featuring guest chefs, winemakers, farmers, artisan food purveyors and enjoy the sounds of local bands in the Estrada Gardens. Other returning features include:

- **Hotel weekend packages**, giving guests an irresistible chance to stay longer at a lower rate and enjoy everything from wine tasting to outdoor recreation along the soul-stirring coastline. Check out the **latest offers at [www.savorcentralcoast.com](http://www.savorcentralcoast.com)**
- Learn about the best and brightest wines from California and around the globe at **Sunset's Grand Tasting** with a sneak peek at medal-winning wines **in Pismo Beach**.
- **Adventure Tours** taking place across the county.

### **New This Year**

- **Expanded adventure tours** (just \$65)
- New **Sunset at Home Section** – opportunity to shop at SAVOR, where you can purchase everything from locally specialty, hand-crafted products and Sunset featured products.
- **Lamb Jam Finale at SAVOR**, featuring an amazing array of fresh regional lamb dishes, paired with diverse area wines.

- **Paso Glow at Windfall Farms**, a goosebumps-inducing, romantic evening reception where guests are surrounded by floating, glowing hot air balloons. Guests will enjoy an event giving the feel of the Kentucky Derby meets Paso chic at this renowned horse ranch.
- Also new this year are special exhibits such as how to live like a Californian by creating a **backyard farm**.

Other new features include the opportunity to interact with luminaries from **guest wine regions**, convenient SAVOR **paperless tickets** using Eventbrite and SAVOR's new **Mobile Ready Website**, featuring continuous updates for those seeking instant information. For more information or to purchase your tickets, watch for key updates at [www.SAVORcentralcoast.com](http://www.SAVORcentralcoast.com).

Many thanks to our **national and regional sponsors** who have helped make Sunset SAVOR the Central Coast an ever-growing success:

National Sponsors:

- Infiniti
- Mandalay Bay
- Vons

Regional Sponsors:

- American Lamb Board
- City of San Luis Obispo
- Farm Credit West
- Friends of Hearst Castle
- Harris Ranch Beef Company
- Idaho Wine Commission
- Martin Resorts
- Morro Bay Lodging and Tourism Alliance
- Paso Robles Wine Country Alliance
- Pismo Beach Conference & Visitors Bureau
- Travel Paso Robles Alliance
- Wine Coast Country

**About the San Luis Obispo County Visitors & Conference Bureau**

The San Luis Obispo County Visitors & Conference Bureau promotes San Luis Obispo County through advertising, marketing, public relations and group sales. Its membership base is comprised of over 500 tourism industry-related businesses including lodging properties, restaurants, wineries, golf courses and retail stores. Sunset SAVOR the Central Coast is produced and managed by the Bureau. For more information on the VCB, please visit [www.SanLuisObispoCounty.com](http://www.SanLuisObispoCounty.com).

**About Sunset**

Sunset magazine was founded in 1898 and has become the premier guide to life in the West, covering the newest and best ideas in Western home design and garden, food and entertaining, and regional travel in 13 Western states. It is published in five zoned monthly editions--Pacific Northwest, Northern California, Southern California, Southwest and Mountain--showcasing the region's unique lifestyle and noteworthy destinations and inspiring its nearly five million readers to achieve the dream of living in the West. The magazine is also available on all tablets. Sunset is part of the Lifestyle group of magazines and websites published by Time Inc. [www.sunset.com](http://www.sunset.com)

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